James Dale

iOS Developer, Team Lead

PROFILE

An experienced App Developer and Software Engineering Manager focusing on Apple platforms and Artificial Intelligence. Published multiple charting app-store apps, including a social networking app backed by Google and acquired by Snap, Inc. Worked with AI and ML teams at Apple and currently leading Friday Technologies, an App Development studio. Technical strategist with a track record of delivering efficient software solutions and contributing to business success. Passionate about coding and constantly seeking new challenges.

EXPERIENCE

Owner/Developer — Friday Technologies — 2022 - Present (Melbourne, Australia)

I specialise in developing world-class applications, websites, and Artificial Intelligence solutions for mobile and the cloud. I strive to solve the challenges others say are in the "too-hard" basket.

iOS Industry Expert — RMIT University — 2023 - Present (Melbourne, Australia)

- Delivered 2-hour tutorial sessions of complex mobile-application development technologies, including SwiftUI and CoreML, to university students studying Bachelor and Masters programs.
- Provided 1:1 consulting with students and academic team members to support course delivery and student learning outcomes, designing the first Australian-accredited Tertiary SwiftUI course.

Consultant — RMIT University (Apple Program) — 2023 (Melbourne, Australia)

- Trained course facilitators and students on development for Apple Platforms, providing expert guidance to ensure successful delivery of the program.
- Planned and consulted with the course team to ensure Unit Learning Outcomes were met and that pedagogy matched industry standards and expectations, leading to high student outcomes.

Software Engineer - Special Projects, Apple — 2022 (Temp) (Multi-City)

- Worked in the Incubation Software Engineering team focused on machine learning, human-computer interaction, and software experience.
- Developed software and prototypes for current and future Apple platforms, primarily in Swift, playing a pivotal role in shaping the direction of the company's technology offerings.
- Contributed to the team's efforts in advancing the field of machine learning and human-computer interaction through cutting-edge software development.

Co-Founder & CTO, lowercase digital — 2020 - 2022 (Remote)

- Co-Founded and worked on HAGS, a social networking app that allows users to hang out and play games with friends from school.
- Managed the engineering team and oversaw build delivery, backend (Node.js) and iOS client development using Swift and SwiftUI.
- Secured investment from reputable investors, including Google Ventures and BoxGroup, as well as various angel investors.
- Achieved a ranking of #24 in the Social Networking category on the App Store.
- Featured by Apple as one of the "Apps We Love."
- Acquired by Snap Inc (Snapchat) in May 2022.

Senior iOS Engineer, Bonfire — 2020 (Remote)

- Worked on Bonfire, a new social media app that hit the iOS App Store, offering users a unique and stress-free experience.
- Built the iOS app (Swift), ensuring it was stable, user-friendly, and aligned with the company's vision and goals.
- Contributed to Machine Learning & R&D projects, leveraging cutting-edge technologies to drive engagement and improve the user experience.
- Developed machine learning models, helping to personalise the user experience and improve overall user satisfaction.
- Worked in a fast-paced environment, delivering high-quality work and communicating with a globally remote workforce.

iOS Team Leader, Senior iOS Engineer, groov.it — 2020 (Remote)

- Led the iOS development team (Swift) and oversaw the Android (Kotlin) development for a mobile application, ensuring seamless collaboration and efficient delivery of high-quality code.
- Implemented robust testing and build pipelines, automated processes, and established source control best practices to increase efficiency and ensure code quality.
- Developed a peer-to-peer video solution with live streaming capabilities for the iOS application using AWS, RTSP, and STUN/TURN technologies. Implemented real-time communication between users while ensuring high performance, reliability, and scalability. Successfully integrated the solution into the app, leading to a positive impact on the overall user experience.

Software Engineer - Core Machine Learning, Apple — 2019 (Cupertino, United States)

- Worked 12 months in the Machine Learning Platform Technology team as part of the Artificial Intelligence and Machine Learning group.
- Engineered software solutions for the Create ML team, delivering features that contributed to shipping products and successfully launching the Create ML macOS application.
- Collaborated cross-functionally with other teams to drive the development and success of the Create ML platform.
- Developed prototype software, actively participated in team discussions and events, and presented software demonstrations to company executives.
- Organised and led internal engineering events, showcasing the team's work and driving collaboration and knowledge sharing within the organisation.

Software Engineer & IT, WiseFox — 2016 - 2019 (Melbourne, Australia)

- Developed internal intranet software (PHP, React) and mobile applications (Swift) to support business operations, increasing efficiency and productivity.
- Oversaw purchases of business technology, ensuring that the organisation had the necessary tools and resources to support its operations.
- Created and maintained various public-facing websites for subsidiaries, showcasing their products and services to a broader audience.
- Set up and managed mobile device management software, enabling streamlined software deployment to mobile devices and ensuring security and compliance.

CONFERENCES & PRESENTATIONS

- "UTS Startups Keynote Speaker", Aware Super Theatre, ICC Sydney, Sydney, New South Wales, AU, June 2023. (Attendance: circa 3000)

- "UTS Tech Festival — Speaker & Hackathon Event Judge", University of Technology Sydney, Sydney, New South Wales, AU, June 2023.

- "2023 ICT Management & Leadership Conference", Gold Coast Convention and Exhibition Centre, Gold Coast, Queensland, AU, June 2023.

- "Building Thoughtful ML Experiences: User-Centered Machine Learning Applications", /dev/world, Cremorne, Melbourne, AU, March 2023.

- "Grasping Reality: Hand Poses with ML and AR", NSSpain 2021, Online, November 2021.

- "Diving into mobile-first machine learning", NSSpain 2020, Online, November 2020.

- "iOS Month In Review", Sydney CocoaHeads Meetup. Online, July 2020.

- "On-Device Machine Learning: Core ML & Create ML for your next app!", JuniorDev Code & Tell - Tech Talk Night. Zendesk Office, Melbourne, AU, January 2020.

- "Meet The Mentors," RMIT University — RMIT Online. RMIT Bourke St, Melbourne, AU, November 2018.

ACADEMIC PUBLICATIONS

- Pneumask (in Collaboration with Stanford University) (Mobile App)
  - Kroo L, Kothari A, Hannebelle M, Herring G, Pollina T, Chang R, et al. (2021) Modified full-face snorkel masks as reusable personal protective equipment for hospital personnel. PLoS ONE 16(1): e0244422. https://doi.org/10.1371/journal.pone.0244422

WORKING RIGHTS

Australian Citizen with full working rights.

SKILLS

- Full-stack software development
- Mobile application development (iOS, Swift)
- Cloud solution development (AWS)
- AI & Machine learning
- Human-computer interaction
- Software experience
- Agile methodologies
- Team leadership

- Prototyping
- Technical presentations
- Source Control (Git, GitHub, BitBucket)
- Mobile Device Management (MDM)
- Website Development (React, PHP, Next.js)
- Software Publishing & Deployment
- Peer-to-peer networking
- Real-time communication