

SOHEIL NOVINFARD

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- Accomplished software engineer with +11 years of experience in collaborating with the product and design teams.
- Developed an innovative application for the iOS platform for 6+ years.
- Demonstrated expertise in creating mobile applications, currently working among a big team of talented developers to create sports applications at Pulselive, a Sony company.
- Well-versed in presenting the robust software architects for frameworks and applications, enabling more development of effective software.
- Active in writing iOS development blog posts.

TECHNICAL PROFICIENCIES

Areas of Expertise

iOS Development & Testing | Project Lifecycle Management | Decision Making | Cross-team Collaboration | Team Development & Leadership | Software Integration | User Experience & Interface | Product Designing

Main Skills

iOS Development | Swift | Software Architecture | Software Tasing | UIKit | SwiftUI | Reactive Programming | Core Data | Combine | RXSwift | Mobile Applications | Unit Testing | MVVM

Other Skills

Objective-C | TDD | Git | Clean Architecture | UI Testing | Functional Programming | OOP | RESTful Web Services | Scrum | Real-time applications | Realm | Algorithms | Realm | Coordinator | Web Applications | Web-socket | PHP | MySQL | HTML | CSS | JavaScript

PROFESSIONAL EXPERIENCE

PULSELIVE, A SONY COMPANY

iOS Engineer

London, UK

Jul 2018 - Present

Facilitated the design and development of large-scale apps with millions of users. Coordinate with other staff members to deliver a couple of projects.

Selected Project Experience

- [The Lions](#)
 - Positioned number one in the App Store Sports on the day of squad announcement with 4.8 of 5 user rates.
 - Collaborated with different third parties as part of the digital lions feature for complex integration.
 - Managed overall weekly release management process, including planning, UAT, and deployment.
 - Assessed and prioritised client requests, while offering exceptional services.
 - Monitored daily activities of the team and offered guidance for improvements.
 - Leveraged SwiftUI and Combine emerged technologies for the first production try in the company.
- [International Cricket Council](#)
 - Played a significant role in the development of a popular app of cricket fans with more than hundreds of thousand users, as a software and clean architecture designer.
 - Designed video and audio player, working in different conditions of the app.
 - Formed data pipelines for the match centre using RXSwift as the reactive programming part.
 - Influenced peers on using iOS clean architecture, MVP, and VIPER to stabilise projects' iOS architecture.
 - Engaged in five other projects, encompassing Premier League, Indian Premier League, Six Nations, Rugby World Cup, and Brighton Football Club as part of a 10-member team.

PERSONAL PROJECTS

iOS Developer

London, UK
Jan 2016 - Present

Design and codebase the application, troubleshoot application bugs and implement application updates. Partner with the design team to define app features.

Selected Project Experience

- [Smart Wallet iOS Application](#)
 - Developed a simple, easy-to-use app Smart Wallet for money management, monthly cost prediction, and budget planning.
 - Expertly persisted data in Core Data utilising advanced data aggregation to enable full offline experience.
- [Transcription Helper iOS Application](#)
 - Engineered a specific player app written in Objective-C and integrated with Apple Music and App Share Files for supporting users in transcribing a piece of audio.

IMA RAVESH

iOS Developer

Tehran, Iran
Aug 2014 - Aug 2017

Designed and coded a real-time social network, Niniplus mobile application, for pregnant women. Brought full offline experience to the users with heavily persisted data in Realm.

- Achieved 500K+ downloads within the first month of launching the product.
- Devised robust solution for weekly messages' batch updates with low server resources consumption.

EGOLT

Founder, Lead Web Application Developer

Tehran, Iran
Mar 2012 – Jun 2017

Collaborated with a team of software developers to offer world-level Joomla! Extensions.

- Initiated software integration to all major Joomla! Components leveraging internal framework.

ISLAMIC REPUBLIC OF IRAN BROADCASTING

Web Application Developer

Tehran, Iran
Feb 2009 – Mar 2013

Set up and grew Negah video sharing and social media platform with 49000+ videos, including user management, web progressive uploading manager, and bill management.

- Earned Best Website Design award among 31 IRIB centres two times with two different centres.

EDUCATION

QUEEN MARY UNIVERSITY OF LONDON

Master's degree (distinction), Software Engineering with Industrial Experience

London, UK
Sep 2017 - Sep 2019

SHARIF UNIVERSITY OF TECHNOLOGY

Master's degree, Computer Systems Networking & Telecommunications

Tehran, Iran
Sep 2013 - Sep 2015

ADDITIONAL INFORMATION

- Languages: Fluent in English, Native in Persian