



BITTU DAVIS

Senior iOS Engineer | Swift, SwiftUI, Architecture, Performance Optimization, Team Leadership

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Profile

- iOS expert with 15+ years' experience across architecture, delivery & performance tuning.
- Boosted App Store ratings, reduced crashes to near-zero, scaled apps to millions.
- Advocate of SOLID, TDD, and continuous learning. Written 1.5M+ lines of Swift code.

Education

Bachelor of Technology

Computer Science | Jun 2006 - Jun 2010

Skills

- Swift, SwiftUI, Combine, Objective C, UIKit
- RESTful APIs, Apollo GraphQL
- Unit Testing(XCTest, XCUITest, Snapshot Testing)
- MVVM, MVI, VIPER, TCA
- Prompt Engineering, CI/CD
- Agile/Scrum
- Kotlin, Jetpack Compose(review-level familiarity)
- Written high-impact Medium articles (besides the one with 22K reads)

Certifications/Interests

Technical Certifications

- Mobile App Product Management
- Prompt Engineering
- Data Management

Cognitive & Copywriting Certifications

- Diploma in Applied Psychology
- Hypnotherapy Certification
- Copywriting Certification

Key Achievements

- Reduced crash rate from 1.02% to 0.00001%.
- Improved app launch time from 3 seconds to 600ms.
- Medium article on Umbrella Framework received 22K+ reads.
- Significantly improved ABV and mCVR in cart sessions.

Experience

Tesco

Software Development Engineer 3 | Oct 2022 - Present

- Enabled personalized product lists and uplifted gamification in Tesco Loyalty.
- Migrated code to SwiftUI and reduced app size using ODR.

Talabat

Senior iOS Engineer | Jan 2022 - Oct 2022

- Delivered scheduled delivery, recommendations, and notifications in 4 months.
- Boosted ABV and mCVR through optimized cart session features.
- Built Flutter-native bridges; collaborated with Product and Design teams.

Tesco

Software Development Engineer 3 | Mar 2017 - Jan 2022

- Developed and migrated loyalty features into main groceries application.
- Optimized builds, tested variants, and consolidated app dependencies, reduced crash rates, improved unit tests.
- Tuned app performance and enabled reusable module identification.

Paytm

Senior Software Engineer | Jul 2015 - Mar 2017

- Integrated hotel and event modules into iOS apps seamlessly.
- Built reusable SDKs and frameworks to accelerate development.
- Improved performance and reduced compile time through code optimizations.

RapidValue Solutions

Senior Software Engineer | Nov 2010 - Jul 2015

- Built 25+ iOS apps end-to-end; contributed reusable modules via central Framework Team support.
- Architected apps with Tech Leads; drove innovation as part of the **eBay Innovation Team and Fidelity Investments**.
- Led 10+ engineers as Technical Lead for top-tier online retailer, ensuring quality and timely delivery.