

Simon Leung

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CAREER OBJECTIVE

Seeking a leadership role in the mobile space.

EDUCATION

UNIVERSITY OF MASSACHUSETTS AMHERST

Bachelor of Science in Computer Systems Engineering

Amherst, MA

May 2007

PROFESSIONAL EXPERIENCE

Attend, Inc.

Senior Software Engineer

Boston, MA

March 2016– July 2016

- ❖ Acted as the subject matter expert (SME) of all of Attend's mobile initiatives and worked alongside 2 developers.
- ❖ Refactored and refined the existing codebase to a more maintainable state by applying Swift coding standards.
 - Introduced unit tests to the application.
 - Updated the codebase to Swift 2.2 conventions and eliminated all warnings within the app.
 - Fixed remaining memory leaks for the app within the couple of days of starting, which had been plaguing the team for months.
- ❖ Introduced a robust tracking framework (e.g., track screens and user actions such as swipe or tap) that allowed data to be sent to various data source (e.g., Segment.IO, Google Analytics, Fabric's Crashlytics)
- ❖ Implemented a Sales Mode feature for the app, which allowed users, with the proper permissions, to be able to quickly to see their prospects and all the relevant info about them.
 - Worked on all tiers of the platform, from database migrations+seeding, to endpoints in RoR & PHP, to the iOS client.
- ❖ Kept campaigning for an Android initiative to key stakeholders, which finally got the tipping point and development of a native Sales App began.
 - Built out a well architected framework, with a fellow senior engineer, using Xamarin Forms (C# that deploys to native iOS and native Android).
 - I worked on the following:
 - Dependency Injection - IoC using AutoFac and MVVM pattern.
 - Unit Tests - Using NSubstitute and NUnit, the codebase had 90%+ code coverage.
 - OAuth Implementation + Endpoints Integration - Built out the security library (i.e., credentials and oAuth) and the communications between the server and client.
 - Configuration Manager - Allow the ability to switch environments (e.g., staging, production, development).
 - MasterDetailPage (side menu).
 - HUD and internet connectivity foundations.

Wayfair, LLC

Tech Lead Mobile

Boston, MA

October 2012– March 2016

- ❖ Core member of the Wayfair App. Since its release, the app has had over 2 million downloads.
 - Assisted in building out the homegrown PHP MVC framework, which is still used this very day at Wayfair.
 - Created endpoints for the app; these endpoints had data contracts/schemas, for data integrity.
 - Introduced the initial unit + integration tests via PHPUnit and advocated for it by providing applied examples.
 - Add numerous features to the app since its release such as:
 - Created endpoints, consumed in the app, and built out a majority of the screens (e.g., Daily Sales, Product Detail Page, Homepage, Idea Boards).
 - Private Label Credit Card (PLCC) - Wayfair Credit Card. Architected the codebase to allow both Joss & Main and Wayfair to reuse the codebase to help accelerate development.
 - PayPal - Pushed for a more native and intuitive experience by utilizing the iOS PayPal SDK.
 - At the time, this was not proven, but I pushed for it and it paid off by increasing revenue from the app by 14%+.
 - Other companies soon followed our implementation.

- Customer Feedback - Inspired by EA's Dungeon Keeper's review implementation, proposed the ability to give rate the app based on a threshold.
 - If the review was under the threshold, a feedback request prompt would be shown to the user, which improved gave an immense boost to the app rating.
 - Faux (smooth) Transitions - Gave a smoke and mirror solution to the user when transitioning from a product list to the product to improve UX drastically. (i.e., users would seem to see immediate info prior to receiving data from the server response for the product detail)
 - Tracking - Integrated with Wayfair's existing tracking system and external datasources (e.g., Google Analytics)
- ❖ Teamed up with a designer and lead the AllModern app initiative to build out the app from inception to fruition.
 - Designed and architected the codebase to allow easy store theming (e.g., localization, fonts, images, layout, screens, etc.), which allowed AllModern to live on top of the Wayfair codebase for maximum code reusability.
 - Handled all communications with cross-functional teams and facilitated any lingering questions to diffuse confusion.
 - Delivered the project 3 months ahead of schedule.
- ❖ Became the Joss and Main team lead and consistently delivered on all feature requests with limited resources.
 - Lead the 'Joss App to Wayfair App' Initiative - Converted the existing Joss and Main project/architecture to adapt and use the Wayfair project/architecture for feature parity.
 - Was under a very tight deadline and had a lot of unknown variables.
 - On launch day, the app had the smoothest release.
- ❖ Conducted numerous interviews for the iOS/mobile team and summer-interns.
 - Over the time of my Wayfair tenure, mentored 8 teammates/coworkers/interns on mobile best practices.
- ❖ Learned PHP on the spot and built an admin page for ad campaigns accompanied with unit tests.
- ❖ Taught myself javascript, and with that knowledge, tweaked + integrated a Javascript 3rd party library (FlexSlider) into our Wayfair website, which at the time was very new for mobile to have swipe interaction.
 - As a result, was invited into the first JavaScript focus group to help educate and advocate the knowledge of Javascript used at Wayfair.

Verivo Software
Software Engineer

Waltham, MA
May 2012– September 2012

- ❖ **iOS** - Worked on their enterprise application by building out new features and maintaining old ones.
 - Added, both logic and application, unit tests to the continuous/nightly integration build via command line.

TriZetto
Boston, MA
Software Engineer

January 2007 – May 2012

- ❖ **Provider Service** – Created a WCF service that allowed Provider data to be queried.
- ❖ **iOS Development** – Designed and developed an iOS healthcare member-centric application.
- ❖ **Pilot Team Initiative** - A selective group of developers collaborated together to help push the initiative of change for the newest release, which involved structured iterative (similar to SCRUM) and test driven development (TDD).
- ❖ **CareAdvance Provider Integration** - Managed a team of five on a WCF service that allowed consumers of the web service, essentially external systems, to create/update/get utilization management cases.
- ❖ **Change Package Lead: Maintenance Team** – Lead a rotating team of selected developers would work with Application Support to help troubleshoot issues that clients were having in a timely manner.
- ❖ **Member Data** – Enhanced our Business Rules Server by exposing data about the member to a rules engine, FICO Blaze, which our clients could write customized rules against.
- ❖ **Installers** – For one of our releases, our installer team fell behind schedule, so a coworker and I were voluntold to help out. Knew nothing about installers/InstallShield prior to this, but learned it on the fly. Worked weekends and extra hours to get the project back on track and delivered on time.
- ❖ **Dynamic Case List** - Worked on the back end portion of a project that gave users the choice of their filterable preference on search criteria.
- ❖ **Milliman CareWebQI Integration** – Worked with a 3rd Party called Milliman that provided us the content via a web proxy and we consumed that data for display and stored in our OLTP.
- ❖ **Copy On Write** - Enriched an existing C# project called Content Management Tool (CMT), a migration tool, which allowed migration between a source and a destination.
- ❖ **Change Package Tool** - A pain point that our clients were initially having prior to this tool was they had no upgrade path. Patches and hotfixes were a painful, tedious, and a waste of time/money. This stand-alone tool, written in C#, helped alleviate this problem.

EMC²
Software Engineering Intern

Franklin, MA
Summer 2004, 2005, 2006

PERSONAL SIDE PROJECTS

iOS Apps

- ❖ **WearThere App** – Gives suggestions of what to wear based on the activity & weather.
- ❖ **OutfitMe App** - Allows the user to take pictures of their outfits , crop, and visually see them in a virtual wardrobe.
- ❖ **Phashin App** - Written and presented at TechCrunch SF hackathon; Reversed engineered Polyvore’s collage view and consumed 3rd party libraries for content.
- ❖ **Northern Lights Photo Taker** - Takes advantage of iOS8’s manual controls and allows you to take pictures of the aurora.
 - Reached top 25 in paid Photo-Video category.
- ❖ **HealthMon** - Fitbit + Tamagotchi; also on the apple watch. Work in progress.
- ❖ **CodeForCash** - Life as a software developer game; an idle/incremental type of game.
 - Over 100+ reviews. Wrote 2 blogs on my experiences creating it.
 - Won ‘We made an app for that’ at CocoaConf 2014.

Other

- ❖ **Changefolio** (<http://changefol.io/>) - Startup idea done in Ruby on Rails application that helped make donation to charities easier.
 - Came in 2nd place at AngelHack 2013; went to San Francisco to pitch at the final round.
- ❖ **Surge-o-meter** (<https://www.surgeometer.com/>) - Real-time surge price comparison for Uber and Lyft.

Related Leisure Experiences

- ❖ Took David Platt’s [Programming Microsoft .NET](#) at Harvard Extension that was taught using Visual Studio 2010
 - Wrote a police dispatcher program that allowed the users to report incidents.
 - Learned topics such as .NET Framework, memory management, garbage collection, threading, reflection, WCF, LINQ, Azure, HealthVault, Bing maps, WPF/Silverlight/Windows 7 Phone/XAML
- ❖ iPhone Development
 - Watched Stanford's iPhone online lectures and did the homework using Objective C.

SKILLS

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|---------------------|-----------------------------|-----------------|--------------|------------------------|------|
| <i>Advanced</i> | ❖ iOS - Swift & Objective-C | | | | |
| <i>Intermediate</i> | ❖ PHP | ❖ Ruby on Rails | ❖ SQL | ❖ Android - Xamarin C# | ❖ C# |
| <i>Competent</i> | ❖ CSS | ❖ HTML | ❖ Javascript | | |

LANGUAGES

- ❖ Fluent in Chinese (Cantonese)

HOBBIES

- ❖ Tennis
- ❖ Golf
- ❖ YouTube
- ❖ Writing Apps