

# Steve Lederer

## iOS Engineer

📞 571-218-7157

✉️ [stevenhlederer@icloud.com](mailto:stevenhlederer@icloud.com)

🌐 [linkedin.com/in/stevenhlederer](https://www.linkedin.com/in/stevenhlederer)

🔗 [github.com/stevelederer](https://github.com/stevelederer)

## SUMMARY

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I'm a passionate and detail-oriented software engineer with over 5 years of experience developing high-quality mobile applications. I excel at translating complex technical challenges into simple, effective solutions, and I thrive in collaborative environments where clear communication, meticulous attention to detail, and efficient problem-solving are key.

## PROFESSIONAL EXPERIENCE

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### Lead Engineer

MassLight, Inc.

November 2020 - Present

- Led successful project delivery as Mobile Tech Lead for AARP, improving app stability and user experience through active participation in architecture review board meetings.
- Managed a dynamic multi-functional team of 6-10 engineers and testers building and maintaining a health technology company's telehealth platform supporting on-demand video calling in **native iOS and Android** apps via **Twilio** APIs.
- Streamlined app releases, managing all **App Store Connect** and **Google Play Console** submissions for clients. Leveraged **Fastlane** and **GitHub Actions** build scripts using **Ruby**, uploading QA and UAT builds to **Firebase** App Distribution and **TestFlight**, and deploying web apps and **AWS Lambda** services.
- Mentored junior developers and an intern via thorough code reviews, preferring to help someone solve a problem on their own rather than simply providing an answer.
- Planned, documented, estimated, and executed major project timelines, translating complex requirements into detailed tickets with consistent and testable acceptance criteria.
- Maintained agile practices with 2-week sprints and daily scrum.

### Software Engineer

MassLight, Inc.

March 2019 - Present

- Enhanced user engagement by developing and maintaining large-scale mobile applications for **iOS and Android**, contributing to the AARP app's scaling to **1 million MAUs, a 4.8 star rating on the iOS app store, and leading to more than 200% increase in 90-day user retention**, exceeding client's KPI goals.
- Drove innovation by implementing major new features including: push notifications, biometric authentication with Face ID and Touch ID, fitness tracking integration using iOS **HealthKit** and Android **Google Fit**, in-app purchases with **StoreKit 2**, and a full app redesign including dark mode.
- Developed proficiency in Apple frameworks, including **Core Data, WebKit, Core Location, MapKit, and AVFoundation**.
- Integrated **VoiceOver** and iOS **accessibility** APIs to improve app usability and promote inclusivity for all users, ensuring compliance with Apple's accessibility standards and **WCAG** guidelines.
- Optimized app performance by re-architecting legacy code, ensuring future scalability and maintainability.
- Monitored logs, alerts, and reports using tools and frameworks like Crashlytics, Splunk, Segment, and Adobe Analytics.
- Collaborated with backend engineers on design, implementation, and debugging of **REST APIs**, consuming and writing service responses in **JSON** and **XML / HTML** formats.
- Worked closely with UI and UX designers to create consistent designs with clear information architecture, consulting **Apple's Human Interface Guidelines**.





## TECHNICAL SKILLS

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- iOS Development: Swift, Objective-C, Xcode, UIKit, SwiftUI, Concurrency, MVC, MVVM
- Android Development: Java, Kotlin
- Other: Fastlane, Ruby, Git, SQL

## EDUCATION

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### DevMountain iOS Development Program

*November 2018 - February 2019*

### Emerson College

Boston, MA

*August 2007 - December 2010*

- Degree: B.A. Communications
- Major: New Media & Audio Post Production

## PROJECTS

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### SendTrack

- Available on the App Store - <https://apps.apple.com/us/app/sendtrack/id1453128276>
- Music sharing app with **~3k total downloads**, integrating Apple Music and Spotify APIs, with audio playback using AVFoundation and a tip jar using StoreKit in-app purchase.
- Implemented custom song matching algorithm and iMessage app extension.

### PhotoBox

- Worked with a small team, including UI/UX designers, in the ideation, development, and App Store release of an iOS photo-sharing application.
- Designed and implemented the Firebase Firestore backend and controllers in alignment with the MVC architecture, employing Swift and UIKit.

