

Mick MacCallum

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Experience

Parra, Co-founder (Remote) – January 2024 - Present

Co-founded Parra (<https://parra.io/>) to make it easier for developers to launch and scale mobile apps. Architected the native iOS SDK (<https://github.com/Parra-Inc/parra-mobile-sdks>) in Swift with a heavy emphasis on API ergonomics, configurability and remote management.

- Designed and developed Parra's open-source iOS SDK in Swift/SwiftUI with automated testing in CircleCI and distribution via Xcode Cloud and SPM.
- Implemented full featured, drop-in components for auth, release notes/roadmaps, notification settings, user feedback, content feeds and others, requiring a single line of code to add to an app.
- Built a full-featured Shopify storefront UI feature based on the Shopify GraphQL API, informed by customer interviews that revealed a strong need for this functionality.
- Designed a remotely configurable paywall that allowed gating arbitrary in-app functionality behind entitlement requirements.
- Created a CLI tool in Rust capable of generating of new Parra projects from multiple templates, which was distributed via Homebrew.
- Gained experience in fundraising, product design, marketing and web development with React/Next.js.

Cameo, Senior Software Engineer, Mobile (Remote) – June 2021 - January 2024

Senior iOS engineer on Cameo's mobile app platform team. Responsible for the creation and optimization of mobile-specific features, as well as ensuring a high-quality experience for talent and fans alike. This role primarily involved writing Swift native modules for a React Native app, doing additional JS and Android work as necessary.

- Implemented pre-release iOS APIs in collaboration with Apple, resulting in Cameo being featured in Apple's iPhone launch presentation, and on the the App Store.
- Worked closely with stakeholders from product and feature teams to ensure new features adhered to mobile best practices and conformed to the Human Interface Guidelines.
- Successfully supported a legacy payments implementation based on react-native-iap/StoreKit and a custom StoreKit 2 implementation in parallel and completed the migration to the new implementation without incident.
- Implemented a custom video recording experience in AVFoundation to support advanced features like face filters, improve recorder performance and eliminate crashes present in 3rd party recording libraries.
- Owned mobile releases, including communicating release status with stakeholders, coordinating testing with a team of QA contractors and submitting to the App Store.
- Improved CI/CD pipelines to properly symbolicate crash reports and drastically reduced average deployment times by ~93% (1 hour to ~4 minutes).
- Performed technical interviews for engineering candidates and participated in hiring and onboarding.
- Championed several initiatives from design to production, including the adoption of soft push notification permission and rating prompts to improve notification opt-in and review rates.
- Shipped a patch for a third-party package that fixed a bug preventing Tony Hawk from using the app.

Evil Studios, Software Engineer (Remote) – December 2016 - June 2021

Sole/lead developer for the Evil Apples iOS app, a top 25 card game in the App Store. Worked with the owners to determine product direction, then determining engineering requirements and executing on them. Responsible for maintenance and new feature development from planning to deployment.

- Completed a full rewrite of Evil Apples in React Native, including features like push notifications, Web Sockets, and in-app purchases, as well as an increased emphasis on unit testing.
- Interviewed and managed contractors to whom I assigned tasks, set progress review meetings, and ensured milestones were completed successfully.
- Assisted in the specification and implementation of new backend features for a Node.js RESTful web service.
- Maintained an average of 99.9% crash-free sessions for nearly 500k monthly active users.
- Created a deployment-time image caching system that successfully reduced Amazon S3 bandwidth costs by ~94%.
- Automated the generation of changelogs and deployments using Fastlane and maintained CI/CD pipelines.

Education

Florida Gulf Coast University, Fort Myers, Florida – Bachelor of Science in Software Engineering, 2017

Skills

Languages: Swift, Objective-C, TypeScript, JavaScript, Rust, Kotlin, Java

Tools: Xcode, Instruments, Cursor, Cocoapods, SPM, Carthage, Git, GitHub

Frameworks & Libraries: SwiftUI, UIKit, XCTest, React Native, Expo, Jest, Detox, Firebase

DevOps: CircleCI, Xcode Cloud, Fastlane, App Store Connect API

Web: React.js, Next.js, Tailwind, Vercel, Node.js, Express.js, Stripe

Volunteer Experience

Stack Overflow, Elected Community Moderator – March 2014 - March 2017

- Earned over 130k reputation answering more than 1,000 iOS development-related questions, and achieved a global top 20 rank for the "Swift" tag.
- Assisted a team of moderators in community management and content moderation.
- Helped track down and stop spam creators and helped guide new users to use Stack Overflow more effectively.

Miscellaneous

Side projects

- Only Recipes – 4.9 stars (300+ ratings) Recipe extractor and organizer using AI and traditional parsing techniques. <https://apps.apple.com/us/app/only-recipes/id1553858589>

Awards

- Runner-up for employee of the year at Cameo in 2022.

Blog

- BleepingSwift blog – A Series of SwiftUI examples and solutions to interesting problems I've encountered. <https://bleepingswift.com/>