

# Reid Main

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Toronto, Ontario, Canada

## Summary of Qualifications

- Founding member of Uber's mobile platform team. Responsible for constructing best practices and ensuring iOS engineers applied them uniformly to Uber apps.
- Extensive experience developing apps using Swift, Objective-C and UIKit for iOS 3 through 14.
- Worked on Uber's networking layer to standardize how app engineers interact with Uber's backend. Also focused on maximizing network efficiency in regions such as China and India.
- Leveraged unit, snapshot, and integration tests in a continuous integration environment to ensure stability and assist in scaling an app from from 10 developers to over 180.
- Set up logging, analytics, reporting, and monitoring to ensure the health and reliability of mobile apps in production environments.
- Solid understanding of UX tenets and implementations as well as how to most effectively collaborate with designers.

## Experience

### Senior Software Engineer

January 2019 to Present

[Uber](#) • San Francisco, California • Ride Sharing • 20,000+ Employees

- Oversaw the deprecation of iOS 9 & 10.
- Improved developer experience of custom tooling that generates Swift code from backend Thrift files.
- Responsible for onboarding mobile engineers to Uber's RIB architecture.
- Integrated gRPC into the iOS rider app.
- Assisted in the migration of Uber's apps to their in-house dependency injection solution, [Needle](#).

### Member of Technical Staff

July 2018 to December 2018

[Anchorage](#) • San Francisco, California • Digital Asset Custody • 20+ Employees

- Helped ship the soft launch of Anchorage's consumer iOS app.

## Senior Software Engineer

June 2016 to July 2018

[Affirm](#) • San Francisco, California • FinTech • 200+ Employees

- Lead iOS engineer. Responsibilities include architecting the iOS app, setting coding best practices, and mentoring junior engineers.
- Work directly with product and design to implement user facing features and ensure a consistent user experience throughout the app.
- Adapted reactive programming practices to improve code encapsulation and testability.
- Led migrations to Swift 3 and 4.
- Maintainer of the mobile team's continuous integration environment.

## Senior Software Engineer

September 2014 to June 2016

[Uber](#) • San Francisco, California • Ride Sharing • 2000+ Employees

- Founding member of the mobile platform team. Responsible for constructing best practices and communicating them to all of Uber's iOS engineers.
- Core contributor to Uber's networking layer. Focused mostly on standardizing how Uber's iOS engineers interacted with backend servers. Also worked on improving network efficiency in regions like China or India where cellular reliability differs from North America and Europe.
- Collaborated with designers on a UI component library that allowed iOS engineers to quickly and easily replicate a standardized Uber design across all of its apps.
- Wrote a transformation library to simplify the conversion of any class into another. Mostly used to convert JSON data into local model objects similar to Gson for Java.
- Jointly lead the modularization of Uber's iOS architecture to assist in scaling their mobile apps from 10 engineers to over 180 in 20 months.
- Advocated for and helped improve unit and snapshot test coverage as well as setting up and maintaining a continuous integration environment.

## Senior Software Developer

November 2012 to September 2014

[theScore](#) • Toronto, Ontario • Sports Reporting & Statistics • 100+ Employees

- Led a team of four developers working on [theScore's iOS app](#).
- Rewrote the app's network and data layers to take advantage of modern design practices and technologies.
- Collaborated with designers to iterate on the app's existing design and functionality.
- Worked with Ruby on Rails developers to ensure REST API endpoints were easily and efficiently consumed by theScore's consumer apps.

## **Software Developer**

May 2012 to November 2012

NuLayer • Toronto, Ontario • Software Consulting • 20+ Employees

- Worked on [theScore's iOS app](#).
- Lead the refactoring effort to update the iPhone app to support iPad.

## **Application Developer**

January 2011 to May 2012

[Nascent Digital](#) • Toronto, Ontario • Software Consulting • 20+ Employees

- Worked on several iOS apps including InvisiPay, Dorado Beach, MusicPound, LightBomber, Jingle Player, and Realizer.
- Collaborated with sales and design to analyze the feasibility of client requests and generate an execution plan.

## **Software Consultant**

September 2008 to May 2010

Infusion Development • Toronto, Ontario • Software Consulting • 250+ Employees

- Led the design and implementation of iPhone apps for Adecco USA and Adecco France.
- Assisted in the design and development of a variety of Microsoft Surface 1.0 applications that established Infusion as a premier Surface development shop.

# **Education**

## **Honours Bachelor of Computer Science (Co-op)**

September 2003 to August 2008

[University of Waterloo](#) • Waterloo, Ontario

Areas of study included:

- User Interfaces and Human-Computer Interaction
- Computer Networks
- Computer Security & Privacy
- Software Abstraction and Specification
- Database Management
- Algorithms
- Operating Systems