

Mahesh Lad

414 Eastcote lane, Harrow, Middlesex HA2 9AL

Phone: 07925 555 883 E-Mail: mlad.mahesh.lad@gmail.com

LinkedIn: <https://www.linkedin.com/in/mahesh-lad-00331910/>

GitHub: github.com/mahesh46

Career Summary

A skilled and motivated **IOS Swift Developer**. Expertise in writing native iPhone/iPad applications (using Swift 5.0 and Objective C and XCODE). Front and back end development. Experienced in maintaining AWS cloud servers used for designing responsive websites and utilizing Web services and Web API using JSON and XML formats. Proficient in using Third party API's, Parse, Branch.io, Facebook, Twitter, Alamofire, SwiftyJSON. Involved in Usability testing of the application during early releases of the application to modify any user experience elements to change. Worked on various architectures such as **MVP, MVVM, SOLID, Singleton, Delegate and Notification patterns**. Experience taking a project from scoping requirements through actual launch of application. Experience providing prototypes/proof-of-concepts to the business content owners and users

Skills

Swift, Objective C, Xcode ● ● ● ● ●

Node.js, Express ● ●

Java script, CSS, HTML ● ● ● ●

C#, MVC, SQL ● ●

PHP, MYSQL ● ● ●

Git ● ● ● ● ●

SVN ● ● ●

UX Design, Photoshop, Adobe XD, Sketch ● ● ●

AWS ● ● ● ●

Appium, Cucumber ● ●

Experience

Keytree Limited, Keytree.co.uk (IOS Developer)

2th September 2019 – to Present

A Digital Technology Consultancy, 350 Employees Agile Development, TDD using Cucumber and Appium. Working on a major IOS and Android mobile project for a leading digital broadband company.

- Working productively as part of a scrum team of 8+ developers
- Delivering high quality, testable code
- Experience of using native app test frameworks
- Championing best practices for architecture, development and testing
- Experience working in an Agile Scrum environment and collaborative tools (e.g Jira)

IOS developer

freelance

July 2018 to January 2019

My portfolio site: <http://MaheshLadPortfolio-env.crjxmpxeyj.us-east-1.elasticbeanstalk.com>

In June, I completed Complete ARKIT course, then I followed this up by learning the new features in ARKIT02 and incorporating the saving of sessions into my Fruit ARKIT app. I am currently undertaking another course covering advanced COREML02 and CREATEML02, so I have developed apps using existing models using image recognition, machine learning using IBM Watson. Installing and using CoreMLTools using Python to convert Caffe model into MLModel. Using CREATEML to create my own DataModels for image recognition and CREATEML for Natural Language Processing (NLP) for Processing twitter feeds to perform sentiment classification about a tweet.

Udemy Online Course (self study) August 2019.

Completed a course in App Center **Continuous Integration and Delivery for IOS.**

Udemy Online Course (self study) July 2019.

Completed a course in AWS practical beginners course to **Serverless applications**

Udemy Online Course (self study)

July 2018 – Jan 2019.

In June, Completed **Ten projects in ARKIT course**, then followed this up by learning the new features in ARKIT02 and incorporating the saving of sessions into the Fruit ARKIT app. Undertaken another course covering advanced **COREML02 and CREATEML02**. Have developed apps using existing models using image recognition, machine learning using IBM Watson. Installing and using CoreMLTools using Python to convert Caffe model into MLModel. Using CREATEML to create Data Models for image recognition and CREATEML for Natural Language Processing (NLP) for Processing twitter feeds to perform sentiment classification about a tweet.

Crumbs AR Limited (Contract)

April 2018 – June 2018 3mth temp

This is a Start up, looking to develop using AR technology. Developed their MVP and provided consultancy on ARKIT. Collaboration with Blue Vision's SDK to give a shared VR experience.

Demo of some ARKit work;

https://s3.amazonaws.com/maheshladprojects/Arkit_MVP.mp4

https://s3.amazonaws.com/maheshladprojects/Fruits_MVP.mp4

Emotive (Senior IOS Developer)

May 2016 – Mar 2018, 1yr 11mth

Emotive. Is an award winning healthcare communications agency working with leading global and EMEA companies in life sciences including medical device and rare disease specialists

Building tablet and mobile IOS applications for Medical Case studies, training, sales and conference applications (Objective C and Swift 4, IOS11). Design architecture MVC, MVVM, SOLID principles. Design patterns "Gang of Four". Full software development life cycle, including coding standards, **code reviews, source control management, build processes, Used XCTest framework for iOS**, Source Tree for GIT,

Continuous Integration/Continuous Deployment using Microsoft App Center.

Enterprise applications **Designed and delivered:**

ADHD case study training app for www.shire.com

Video: **https://s3.amazonaws.com/maheshladprojects/ADHD_screen.mp4**

Xarelto Budget Impact data model app for Benlysta www.gsk.com

Video: **https://s3.amazonaws.com/maheshladprojects/Xarelto_screen.mp4**

Sunovion – database and document lookup app for sales reps and conferences for www.sunovion.eu.

Video: **https://s3.amazonaws.com/maheshladprojects/sunovion_screen.mp4**

Enterprise applications Maintained and added new features:

Leap Forward 2017-Lupus Experts Awareness program conference app for www.gsk.com.

Video: **<https://s3.amazonaws.com/maheshladprojects/Eylea.MOV>**

Eyler Benlysta- Budget impact model

Visual acuity tool - Benlysta training aid

Qtenza - training app, Video: **https://s3.amazonaws.com/maheshladprojects/Qutensa_screen.mp4**

Male Luts -case study conference app for Astellas

Golden Trident Ltd (Senior IOS Developer)

Jan 2015 – Apr 2016, 1yr 4mth

New Start up technology company, with a plan to build an engaging social networking platform using

video. Developing in Swift and objective C (IOS8). **Parse.com** used for back end data storage and retrieval. Features of the application include, MapKit, social media Facebook, AVFoundataion, video streaming and camera, messaging and Core Graphics. **Localization in Five Countries.**

Contributed to the architecture, design, and client-facing, right from concept stage all the way through implementation, testing, launch and support.

<https://itunes.apple.com/gb/app/lets-get-out/id1018188766?mt=8>

<https://www.letsgetout.com>

<https://itunes.apple.com/us/app/stitchy/id1054394227?mt=8>

<http://www.stitchyapp.com/features.html>

ShrPlane.com (IOS Developer & CTO, self employed) Dec 2014 – Feb 2015, 3mth

New start up venture, Social media journey sharing Mobile application.

Full stack IOS Development. MVP developed and presented to **Seed Camp** January 10th/ 2015.

Global Interactive Marketing Online Ltd (Mobile Contract) Oct 2014 – Nov 2014, 2mth

All aspects of online marketing, websites and online games creation in the Gaming, Sports betting, Poker and Casino industries.

Develop Desktop and Mobile Applications in fast paced and agile environment. Worked on a slot machine game. Version control managed using GITSVN. Project Management through

<https://www.zoho.com>. Sprites using Texture Packer. HTML5 Game engine using Phaser.io. Resigned to pursue Native iPhone development.

DPR Consulting (Mobile Developer, Contract) Apr 2014 – Oct 2014, 7mth

Mobile Technical consultant and Developer for the iPhone Financial Mobile banking application.

Key achievements;

- **Premium Bank Mobile banking app.** (IOS Application, developed **MVC backend**, to allow bank customer to check balances and make payments and transfers. Contains a Branch finder facility and can send push notification
- Experienced with XML and JSON structures SOAP based services.
- **Unit Testing** and **Continues integration testing.**
- Experienced in integrating external APIs such, Google Analytics, Maps.

iState Systems (IOS iPhone/Mobile developer, Contract) April 2014, 2weeks

State Systems works directly with banks, building societies, insurance and payment companies as well as other financial services providers (my contract was then taken over by DPR)

Developing a range of Mobile Financial Banking related apps.

Key achievements;

- Mobile data security, data encryption/decryption (AES and SHA256), MD5-Data integrity and security token.
- **NCBS Mobile banking app.** Hybrid.

Simplyhealth (Senior Analyst Programmer) Mar 2011 -Jan 2014, 2yr 11mth

Senior Analyst programmer working on the healthcare system.

Developed a range of Mobile Healthcare related apps.

Native iPhone (Objective C) key achievements;

- Exercise application. (frameworks: Core Data, Location services, and).
- In crafting Web services and Web API using JSON and XML formats.
- Full life cycle development experience.
- Building prototypes and proof of concepts.

C#.NET, **HTML5, JQuery Mobile** key achievements;

- **Hybrid**, 'Walking' Mobile application using **Phone Gap**, and Google API.
- **Hybrid**, 'Life Cover' brochures application using **Phone Gap**.
- Developed a C#.NET Content Management System (**CMS**), using FREETEXTBOX, for a tablet customer policy content brochure application. Added feature to select and imbed base64 image into html text.
- Customer policy content brochure application developed in html5, CSS3 and uses local storage; manifest files and web services to retrieve data to mobile device. Phone Gap build to deploy to a variety of mobile devices.
- Hospital search table with map, powerful claim form developed in C#.
- Web security: cross-site scripting, brut force, port scanning, Denial of service.
- SQL Server database design, store procedures and triggers.
- **Microsoft Web Service** – parsing JSON and XML formats.
- **Amazon Web Services** – set up virtual server, using .NET and SQL server 2008 R2. Used for hosting and testing.

Computacenter (Analyst Programmer, Contract)

Jan 2011- Feb 2011, 2mths

SAP Migration using RPG/ILE.

GEODIS (Analyst Programmer, Contract)

Jun 2010 – Oct 2010, 5mths

Full life cycle development. From writing user requirements, producing technical specs and coding and implementing a project. RPG/ILE.

Entertainment UK (Senior ISeries Analyst Programmer)

Nov 2004 – Jan 2010, 5yr 3mths

- Development and support of, JBA systems 21. (5 Years Experience, **Team Leader**, promotion to **Support Manager**, knowledge of Supply chain, Warehouse, Returns, Sales, Order processing and Financials into Coda).
- Completed ITIL training, exceeded expectations and delivered a 25%, reduction in technical incident and problem management, year on year, significantly reduced overnight support calls.
- Identified bottle necks, improved performance and bugs, achieving **99.9% success rate** on completing all orders.

Blockbuster Entertainment Limited (Senior Analyst Programmer)

1997 – 2003, 7yrs

- I have 18 Months experience in supporting VB6 applications and cross training in VB.NET, this Includes SQL Server DBA experience. Developed the Ordering process for the Blockbuster Trading Explorer (BTE) ordering system.
- Full life cycle development. Produced Technical and functional specifications from direct discussion with business analyst and department managers, following Prince Methodology.
- Range manager spread sheet upload to AS400. This development enables Trading to set up parts for ordering on an Excel Spread sheet and to automatically upload to the Stock Replenishment (VBA experience).

Education

Certification **22/08/2019**

App Center Continuous Integration and Delivery for IOS

Certification URL: <https://www.udemy.com/certificate/UC-PBGB1VV3/>

Certification **30/07/2019**

Practical beginners course to Serverless Applications

Certification URL: <https://www.udemy.com/certificate/UC-ZPGBPIC4/>

Certification **12/09/2018**

Design Patterns in Swift

Certification URL: <https://www.udemy.com/certificate/UC-P2W2KSGV/>

Certification **April 2018**

Complete ARKIT course - Build 11 Augmented Reality Apps

Udemy Online

License no: UC-V0981ANC

Certification URL : <https://www.udemy.com/certificate/UC-V0981ANC/>

Coventry University **July 1990**

BSc Mathematics (Attained 1990).

Courses

Alexa Skills Workshop London – **March 13th 2019@Amazon** - 1 Principal Place, Worship St London (1 day)).

ASP.net 4.0, C# and Visual Studio 2010 Essential Skills and Expert Skills (The smart method training) (June 2011, Jan 2012).

Dreamweaver CS4 Beginners and Advanced training (2010).

ITIL training (workshop, covering ITIL fundamentals) (2008).

Microsoft Approved Course Mastering Microsoft Visual Basic 6 Development (2000).

Portfolio (IOS/Objective C/Swift 4,5 Development)

Registered Apple Developer for over 5 years. Delivered apps to the App Store.

Portfolio website: <http://maheshladportfolio-env.crjxmpxeyj.us-east-1.elasticbeanstalk.com>

Enterprise Applications :

- https://s3.amazonaws.com/maheshladprojects/Xarelto_screen.mp4
- <https://s3.amazonaws.com/maheshladprojects/Eylea.MOV>
- https://s3.amazonaws.com/maheshladprojects/ADHD_screen.mp4
- https://s3.amazonaws.com/maheshladprojects/sunovion_screen.mp4
- https://s3.amazonaws.com/maheshladprojects/Qutensa_screen.mp4

Projects published on the Apple Store:

'**Stitchy**' app, (developed at **Golden Trident Ltd**). Stitchy is a video collaboration and sharing mobile application that users start a video series by recording a short video up to 10 seconds on any topic. Once published the video becomes available to everybody on the platform to add to it. Each video series consists of three clips.

<https://itunes.apple.com/us/app/stitchy/id1054394227?mt=8>

<http://www.stitchyapp.com/features.html>

'**Let's Get Out**' app., (developed at **Golden Trident Ltd**). A quick way to connect with people in your area to get together for an activity or a fun adventure. Browse through activities nearby, watch a short video on the event, jump in and join. Simple! Want to take the lead and start something yourself? No problem!. Schedule an activity and let others to join you on an adventure.

<https://itunes.apple.com/gb/app/lets-get-out/id1018188766?mt=8>

<https://www.letsgetout.com>

'**Fit!**', app.

Fitness health application that takes walking and running distance, steps, flights climbed and workouts time and shares data to the Health Kit app. The application shows the route and the location on a map. Records a daily log of the user activity.

<https://itunes.apple.com/gb/app/fit/id1460051439>

'**retrotris**' app.

A classic, retro Tetris style game.

<https://itunes.apple.com/bz/app/retrotris/id1459794826>

'**MusicVideo**' app.

Make your video more exciting by adding a soundtrack.

This application allows the user to add music or audio to the saved videos and then to save or share, with any social network. This app requires access to music and videos on the device.

<https://itunes.apple.com/gb/app/musicvideo/id1434327783?mt=8>

'**Vicinity**' app. A place finder, for locating, bar, restaurant, atm, and more, with built in Navigation. Using Web API, reading JSON, MapKit, Core navigation, Core location.

To bring up a list of venues, enter a venue in search bar. Once selected, the Map will place a pin, showing location. Tap to place pin on the map, then tap the route button, to view the route mapped from your current to your destination. Once a pin is placed on the map, use the direction top right button to launch the tomtom map navigation.

<https://itunes.apple.com/gb/app/vicinity-app/id1425449744?mt=8>

'**Fitness-log**' app. A fitness app that logs distance, time, calories and tracks your, walk, jog or bike ride. Using Core-data, GPS, Maps, Tables.

<https://itunes.apple.com/gb/app/fitness-log/id731924166?mt=8>

'**Reminder**' app. A Message Notification application.

<https://itunes.apple.com/us/app/reminder/id725215738?mt=8>

Projects on Github. (github.com/mahesh46)

- https://github.com/mahesh46/NFRC_MFRC522_RFID, Complete **Arduino R3**, MFRC522 **RFID reader** and iPhone app (**CoreNFC, Swift4**. Rfid/NFRC reader iPhone app)
- https://github.com/mahesh46/BlueTooth_HC08, Complete **Arduino R3**, SC-HC-10 Bluetooth and iPhone app (**Core Bluetooth, Swift4**. Control Light using Bluetooth iPhone app)
- <https://github.com/mahesh46/SocketIO>, Sockets Application (**Chat application, with Node server, Web interface, and IOS application interface. All communicating through sockets.**)
- <https://github.com/mahesh46/RedCloud> **Transactions Payments Application** (<https://redcloudtechnology.com/> Transactions Application Development test, Swift 4, **RxSwift, RxCocoa**)
- <https://github.com/mahesh46/High-or-Low-CardGame> **Card Game Application (LegalZoom.com** Development test, Swift 4, shuffle algorithm, prevent image cache-for memory management, Unit tests)
- <https://github.com/mahesh46/nodes.recruitee.com> (**Nodes Agency** Development test, Swift 4, MVVM, table Cache, Core Data)
- https://github.com/mahesh46/Telegraph_interview_task (Telegraph Development test, Swift 4, MVVM, Unit Testing)
- <https://github.com/mahesh46/worm> (**WORM** , Swift 4, MVVM, AVFoundation, core data and clean code)
- https://github.com/mahesh46/RxSwift_delegate (**RxSwift** passing data between views, Swift 4)
- <https://github.com/mahesh46/GreenJinn> (Core data, realm, image cache ,collection view, Mapkit, FBookSDK, Swift 4)
- <https://github.com/mahesh46/Predina> (data model with weather hotspots, vehicle location, real-time map).
- <https://github.com/mahesh46/ThisIsGlobalRadio/tree/master> (ThisIsGolbalRadio IOS Development test, Swift 2, **Drag and Drop Core Animation**)