Scott McCoy

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WORK EXPERIENCE

Senior Software Engineer, Vrtcal Markets, Inc
Los Angeles, CA, 2018 - Present
Sole developer for iOS AdTech SDK product through 3 major releases and a dozen minor ones. Transitioned release process from hosting a zip file of a .framework binary to releasing an .xcframework through Cocoapods. Led development of an adtech plugin for the Unity game development engine. Developed an automated testing suite that allowed for parallelized tests on simulators, retry of flakey tests on devices and automated pushes to App Store Connect. Used the Corello Scrum plugin for Trello to deliver accurate "cone of uncertainty" projections of progress.

Senior Software Engineer, OpenX Technologies, Inc
Hollywood, CA, 2015 - 2018
Led development on iOS AdTech SDK product through 4 major releases. Added dependency injection and improved test coverage by 80%. Led development on Bidder For Apps SDK product. Assisted with design and code review for Android SDK. Acquired Scrum Master Certification through Scrum Alliance, led all scrum ceremonies for Mobile Team. Took Erlang training and contributed to Erlang products. Contributions were recognized with a raise and a promotion.

Senior iOS Developer, American Greetings
North Hollywood, CA, 2013
Worked on the company's Taylor Swift App. Worked on several R&D projects including an AR app that could locate a greeting card in an in-store display. Mentored junior devs. Transitioned the dev team from an ad-hoc development process to using JIRA, Git and basic Scrum.

Senior iOS Developer, HauteLook
Los Angeles, CA, 2011 - 2012
Worked on the HauteLook iPhone and iPad apps. Developed background task manager for offline database cleanup which shaved 30 seconds of lag off of the launch of the app. Developed Local Notifications engine to handle the challenge of sending notifications to 100K+ users at exactly 8:00 am every morning. Mentored junior devs & did technical interviews for iOS developers as part of hiring process. Took part in regular scrum master rotation. Contributions were recognized with two raises.

Senior Developer, Tuesday Creative
North Hollywood, CA, 2006 - 2011
Web & application development and iOS game development for entertainment industry clients including Activision, Disney, DirecTV, and NBC Universal in various technologies including Java, Perl, LAMP, Objective C, SQL, HTML/CSS and Javascript. Contributions were recognized with a promotion and several raises.

Programmer, Rieger and Milliken Corporation
Camarillo, CA, 2004 - 2006
Web service development in Java and SQL for nationwide grade school and high school transcript parsing system.

EDUCATION
2005 - B.S. in Computer Science w/ minor in Math from CSU Channel Islands
Received Program Honors Award in Computer Science