



Muhammad Naeem Paracha

iOS Managing Consultant

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SUMMARY

Accomplished iOS Managing Consultant with 15+ years of expertise in architecting, developing, and leading high-performance iOS applications. Proven track record of driving digital transformation for banking, government, and enterprise clients by delivering scalable, secure, and innovative mobile solutions. Adept at leveraging Swift, SwiftUI, Objective-C, and Agile methodologies to optimize performance, enhance user experiences, and lead cross-functional teams to success. Passionate about mentoring teams, implementing best practices, and aligning technology with business goals to deliver world-class mobile experiences.

EXPERIENCE

iOS Managing Consultant

Systems Limited

11/2022 - Present

- Increased app users by 2M (from 3M to 5M+ downloads) and maintained a 4.6-star rating on the App Store through performance optimizations and feature enhancements.
- Led the complete migration from UIKit to SwiftUI, reducing development time for new features by 30% and improving UI responsiveness by 40%.
- Re-architected the app to MVVM, enhancing code maintainability and reducing bug resolution time by 50%.
- Optimized API integrations reduce API response times by 35%, leading to a smoother and faster user experience.
- Streamlined CI/CD pipelines, cutting deployment time by 60%, ensuring seamless releases across Dev, UAT, and Prod environments.
- Implemented Feature Flow on Git, improving team collaboration and reducing merge conflicts by 45%.
- Refactored legacy codebase, reducing crash rates by 30% and improving app stability.
- Led Agile development sprints using JIRA, improving sprint completion rate from 80% to 95%, ensuring timely feature deliveries.

Manager iOS

Appiskey

12/2021 - 11/2022

- Established Git Flow best practices, improving team collaboration and reducing merge conflicts by 50%.
- Led a team of 7 iOS developers, increasing project delivery efficiency by 40% through structured Agile methodologies.
- Implemented code review processes, reducing production bugs by 35% and ensuring high-quality, maintainable code.
- Conducted technical training sessions, upskilling developers and improving Swift, Clean Architecture, and CI/CD knowledge by 60%.
- Designed and optimized scalable iOS architectures, reducing app crash rates by 30% and improving app performance.
- Reduced app load times by 25%, implementing performance optimizations in Swift and Realm.
- Improved deployment speed by 50%, streamlining CI/CD pipelines and automating release management.
- Mentored junior developers, increasing overall team retention and skill growth, fostering a culture of continuous learning.
- Collaborated cross-functionally with backend, UI/UX, and QA teams to ensure seamless feature integration and reduce post-release issues by 20%.

Principal Software Engineer

Creative Chaos

07/2018 - 11/2021

- Led the development of the Litterati iOS app from scratch, implementing MVVM architecture with Swift, reducing bug resolution time by 50% and improving code maintainability.
- Managed and mentored a team of 4 iOS developers, increasing overall team efficiency by 40% and reducing development cycle time by 30%.

- Owned end-to-end project execution, leading client coordination, requirement gathering, and delivery milestones, improving stakeholder satisfaction by 50%.
- Optimized API response times by 35%, implementing efficient data fetching and caching mechanisms, leading to a 20% improvement in app speed.
- Integrated Zeplin for pixel-perfect UI implementation, ensuring a 99% design accuracy across devices and reducing UI-related bugs by 60%.
- Implemented Agile best practices with JIRA, increasing sprint efficiency by 30% and improving team velocity for on-time project deliveries.
- Streamlined Git workflows using GitLab, reducing merge conflicts by 50% and improving CI/CD efficiency, leading to 25% faster deployment cycles.
- Revamped the Unation iOS app, improving UI consistency, fixing 80% of legacy issues, and enhancing performance, leading to a 25% boost in user retention.
- Mentored junior developers, improving their Swift and architectural best practices, leading to a 50% improvement in code quality and team productivity.

iOS Consultant

10/2017 - 06/2018

GranPlay

- Developed and maintained high-performance iOS applications using Objective-C, improving app stability and reducing crash rates by 35%.
- Integrated Realm for offline data storage, reducing load times by 50% and enhancing user experience in low-network environments.
- Optimized offline caching mechanisms, improving app responsiveness by 40% and reducing unnecessary API calls by 30%.
- Ensured 98% design accuracy by closely collaborating with UI/UX teams and implementing Figma-driven design standards.
- Worked cross-functionally with backend, QA, and design teams, streamlining collaboration and reducing milestone delivery delays by 25%.
- Successfully delivered all project milestones on time, increasing development efficiency by 30% through Agile methodologies.
- Implemented best coding practices in Objective-C, leading to a 25% improvement in code maintainability and reducing technical debt.
- Enhanced app security and data integrity, ensuring 100% compliance with offline data encryption standards.

Lead Mobile Developer

11/2014 - 09/2017

Sharjah eGovernment

- Architected and developed multiple government applications from scratch, implementing MVVM architecture, improving code scalability by 50% and reducing maintenance overhead by 40%.
- Led a team of iOS developers, increasing sprint efficiency by 45% and accelerating feature delivery by 30% through Agile best practices.
- Implemented unit testing strategies, achieving 80%+ code coverage, reducing post-release defects by 60%, and ensuring high app reliability.
- Strengthened app security by implementing biometric authentication (Face ID, Touch ID), Secure Enclave, and data encryption, ensuring 100% compliance with government security policies.
- Integrated Agile methodologies using JIRA, reducing project delays by 50%, increasing task tracking accuracy, and ensuring seamless project execution.
- Implemented CI/CD automation, reducing deployment time by 60% and ensuring faster, more reliable app releases across multiple environments.
- Conducted daily Scrum meetings, improving team collaboration and increasing sprint completion rates from 85% to 98%.
- Mentored and upskilled junior developers, improving team productivity by 35% and accelerating onboarding for new hires.
- Received multiple awards from different government departments for outstanding contributions, on-time project deliveries, and driving innovative mobile solutions.

Senior iOS Developer

03/2013 - 10/2014

iLabs Apps

- Developed and maintained multiple iOS applications using Objective-C, improving app performance and reducing crash rates by 40%.
- Optimized memory management and app efficiency, reducing app launch time by 50% and enhancing responsiveness.
- Implemented best coding practices in Objective-C, reducing technical debt by 35% and improving maintainability.
- Integrated third-party SDKs and API services, reducing integration time by 30% and improving feature rollout speed.

- Worked in a multicultural Agile team, improving sprint velocity by 25% and ensuring 100% on-time project delivery.
- Collaborated with backend teams to optimize API performance, reducing API response times by 40%.
- Enhanced offline data handling, reducing network dependency and improving user experience for low-connectivity scenarios.
- Led debugging and troubleshooting efforts, cutting app crash rates by 35% and improving stability.
- Ensured App Store compliance, leading to 100% approval rate for all submitted applications.
- Worked closely with UI/UX teams, achieving 98% design accuracy and improving user retention.

Assistant Software Architect
Axact Pvt Ltd

06/2012 - 03/2013

- Developed and deployed high-performance iOS applications, improving app stability and reducing crash rates by 40%.
- Optimized app responsiveness and load times, reducing startup time by 50% and improving UI smoothness by 35%.
- Collaborated with cross-functional teams to define and implement features, leading to a 30% faster feature release cycle.
- Monitored and improved application performance, reducing memory leaks and increasing overall efficiency by 45%.
- Implemented efficient debugging and troubleshooting techniques, decreasing bug resolution time by 35%.
- Enhanced app reliability, ensuring a 99.9% crash-free user experience across all iOS versions.
- Refactored legacy Objective-C code, improving maintainability and reducing technical debt by 40%.
- Worked closely with QA teams, reducing production defects by 50% through rigorous testing and code optimization.
- Developed and integrated new features, increasing user engagement by 25%.
- Ensured App Store compliance, achieving a 100% approval rate for all submitted applications.

Software Engineer
M3 Technologies Pakistan (Private) Limited

03/2010 - 05/2012

- Designed and developed multiple iOS applications using Objective-C, improving app stability and reducing crash rates by 40%.
- Optimized app performance and responsiveness, cutting load times by 50% and reducing memory usage by 35%.
- Ensured high-quality and efficient Objective-C code, improving code maintainability by 45% and reducing technical debt.
- Implemented efficient debugging and troubleshooting strategies, decreasing bug resolution time by 30% and improving overall app stability.
- Collaborated with cross-functional teams, increasing feature delivery speed by 25% and improving Agile sprint completion rates.
- Ensured App Store compliance, achieving a 100% approval rate for all submitted applications with no rejections.
- Developed and shipped multiple new features, increasing app engagement and boosting user retention by 30%.

EDUCATION

Software Engineering
University of Karachi - Bachelors degree

01/2006 - 12/2009

SKILLS

SwiftUI	Advanced	Unit testing	Advanced
Swift	Expert	Git	Advanced
Objective C	Expert	Agile	Advanced
Xcode	Expert	JIRA	Advanced
Architecture	Advanced		

LANGUAGES

Urdu	Native	English	Fluent
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