

# Scott McCoy

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## WORK EXPERIENCE



**Senior iOS Developer, Modo Labs**  
**Cambridge, MA, December 2021 - February 2024**

Lead developer for Indoor Mapping and Apple Wallet student payment card system. Led initiative to move away from Objc design patterns and towards DI, async/await, SwiftUI and MVVM. Greatly expanded unit test coverage and automated app testing on CircleCI.



**Senior Software Engineer, Vrtcal Markets, Inc**  
**Los Angeles, CA, December 2018 - September 2024**

Lead developer for iOS AdTech SDK product through 3 major releases. Led development of adtech plugin for the Unity game development engine. Transitioned release process from hosting a zip file of a .framework binary to releasing an .xcframework through Cocoapods. 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**  
**Pasadena, CA, March 2015 - December 2018**

Lead developer for iOS AdTech SDK product through 4 major releases. Lead developer on Bidder For Apps SDK product. Added dependency injection for all iOS products and improved test coverage by 80%. 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.



**iOS Mobile Developer, Grindr**  
**Hollywood, CA, June 2014 - November 2014**

Contributed to 7 updates which reduced crashes by 60%, raised App Store ratings by 1.5 stars and improved the user experience with a much more photo-driven layout.



**Senior iOS Developer, Age of Learning**  
**Padadena, CA, March 2014 - June 2014**

Lead Developer for Early Learning Academy. Transitioned the team to using git, scrum, Test-Driven Development, and code reviews. Reduced crashes by 66%. Created a new content caching system to drastically improve loading screen times for games.



**Senior iOS Developer, American Greetings**  
**North Hollywood, CA, February 2013 - November 2013**

Led development on 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, Nordstrom**  
**Los Angeles, CA, August 2011 - October 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, October 2006 - August 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.



**Lead Developer, ScottSoft**  
**Los Angeles, CA, 2005 - Present**

Various iOS & Web projects, including:

- KD Scoring, a scoring app for the King's Dilemma board game:

<https://apps.apple.com/us/app/kd-scoring/id1670288040>

- Small World Interior, a simple internal app for Disney employees maintaining the Small World ride. This style guide helped ease transitions between different holiday event themes.
- LunchVote, a Google Sheets plugin for running ranked choice elections:  
<https://workspace.google.com/marketplace/app/lunchvote/850073846865>  
Utilizes the Schulze Method. I developed a ballot compression technique that enhanced the existing algorithm to allow for Schulze to run in an average of  $O(n \log n)$  instead of  $O(n^3)$ . This project is sadly defunct now as Google has recently made it a bit too difficult to justify maintaining Sheets plugins but at its peak it had 36K downloads and about 1K active users.
- Scooty's Unit Tests & Scooty's UI Tests, cocoapods for helping iOS developers build and maintain test coverage: <https://github.com/scotthmccoy/scootys-unit-testing>  
<https://github.com/scotthmccoy/scootys-ui-testing>
- iMpulsify, a configuration app for The iMpulse Controller, a keychain-portable video game controller for iOS and Android.
- Scooty's Armor Swap, a mod for my favorite video game, Factorio:  
<https://mods.factorio.com/mod/scootys-armor-swap>
- Innovation Evolver, an AI for my favorite board game, Innovation.

## EDUCATION

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