

Cole Roberts

Senior iOS Engineer

coleroberts.xyz
cole.alan.roberts@gmail.com
(608) 609-6342

Experience

Square, Remote – Sr. iOS Engineer

OCTOBER 2024 - CURRENT

- Designed and developed APIs that enabled engineers to quickly create and publish Settings content within the Square family of applications
- Contributed to the unification of the core Square Register application, enabling merchants to quickly switch between different modes, like Retail, Invoices, and Restaurants

Fi, Remote – Sr. iOS Engineer

MARCH 2024 - OCTOBER 2024

- Spearheaded a major rewrite of the Community feed using SwiftUI
- Designed a high-performance UI (UIKit + SwiftUI) system facilitating rapid development of screens with recurring content such as feeds and photo grids
- Contributed to the modernization of UI components, transitioning many components to SwiftUI

Square, Remote – Sr. iOS Engineer

APRIL 2021 - MARCH 2024

- Designed an age verification system that allowed merchants to verify a buyer's identity using various input methods including the device camera and handheld barcode scanners
- Designed a composable onboarding (Setup Guide) module that allowed verticals (Retail, Restaurants, and core POS) to quickly create and share reusable components and screens
- Implemented a notification system in the Retail app that allowed sellers to receive important order alerts
- Designed a subscription system to upsell paid services to existing sellers, resulting in increased profit
- Wrote an improved system for remote catalog syncing which

Skills / Languages / Tools

Swift

SwiftUI

Objective-C

Unit Testing

UI Testing

Xcode

Hopper

Reverse Engineering

Git

resulted in fewer crashes for sellers with large inventories

LTK (rewardStyle), Dallas, TX – Sr. iOS Engineer II

JANUARY 2019 - APRIL 2021

- Worked closely with the iOS team to architect and deliver an in-app video experience. Wrote code responsible for content creation and video uploads
- Refactored core publishing features from the influencer application into one consolidated application
- Rewrote the Link Ninja tool which allowed influencers to create, update, and edit products from thousands of partner websites
- Implemented in-app sale functionality which enabled the app to support sales for any retail partner
- Implemented A/B tests in both the Consumer and Influencer applications which led key product decisions and an increase in user growth and GMV

Propeller Health, Madison, WI – iOS Engineer

AUGUST 2018 - JANUARY 2019

- Implemented services to improve motion tracking, activity data, and bluetooth events for Asthma and COPD patients
- Created a security layer to protect patient information in compliance with HIPAA

EatStreet, Madison, WI – iOS Developer & Designer

MARCH 2013 - AUGUST 2018

- Led development of the new (now offline) Culver's iOS app which utilized many APIs including Core Location, Core Data, Keychain and Apple Pay
- Lead designer of EatStreet.com and the company's white label products including the (to be released) Culver's iOS app

Projects

OpenAlpha, Library

<https://github.com/colealanroberts/OpenAlpha>