Chanchal Raj

Senior iOS Developer

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Summary

With over **10 years** in analyzing, architecting, developing, and maintaining **20+** iOS apps, I bring a professional attitude and a commitment to quality. Recently, I have also worked on converting native app modules to **Flutter**. I seek a senior developer role to work with experts who value and maintain high standards in code quality.

Experience

Software Engineer III — *Majid Al Futtaim, Dubai*

Feb 2022 - PRESENT

- Led the architectural design and solution strategy for the Carrefour iOS app, serving over 1 million active users across 16 markets. Managed a team of engineers to deliver key features across multiple domains:
    - **Product Cards:** Designed and developed product cards used across the app, integrating synchronized cart quantity updates, personalized offers, discounts, and loyalty rewards (SHARE points). Built multiple variations, including horizontal, vertical, and AdTech-driven cards to enhance the user experience.
    - **Checkout & Payments:** Integrated Carrefour Pay, SHARE Loyalty Program, Tabby/Tamara, and Apple Pay to streamline transactions.
    - **In-Store Features:** Developed Scan & Go and digital store receipts for a seamless shopping experience.
- **AI-Powered Smart Assistant (ChatGPT Integration):**
    - Developed an AI-driven assistant that suggests recipes, auto-fills shopping carts, and enhances product discovery with attribute-based search.
    - Transformed multi-step FAQ interactions into a direct in-app chat, reducing WhatsApp dependency.
    - Engineered backend services and UI, while introducing an in-app advertising space with multi-million dirham revenue potential.
- **Key Achievements:**
    - Reduced the iOS app size by over **28%**, improving performance and efficiency.
    - Increased test coverage from **32% to 84%**, strengthening code reliability.
    - Migrated from legacy technology to a **modern, scalable architecture**, boosting development speed.
    - Automated iOS CI/CD pipelines using **Azure Pipelines and Fastlane** for faster releases.
    - Introduced a **desk-check process**, cutting reported bugs by **58%**, enhancing product quality.
    - Migrated product listing, search, and suggestions from **native iOS to Flutter**, ensuring hybrid scalability.
- **Technologies & Tools:** Flutter, APIGEE, SwiftUI, Combine, Structured Concurrency, Repository Pattern, SOLID Principles, Azure Pipelines, Riverpod, Bloc Architecture, Isolates, Future, Multi-repo modularity, Lottie, Keychain, Akamai BMP, Braze.

Senior iOS Developer — *Axiom Telecom LLC, Dubai*

October 2020 - Feb 2022

- **Developed and Deployed iOS B2B Application**: Successfully implemented and delivered iOS apps for Axiom telecom to get orders from retailers, enhancing retailers engagement and experience.
- **Designing UI programmatically using UIKit**: Developed all UI using UIKit and programatically. It helped understand the re-usability of components very well

- **Technologies & Tools:** VIPER Architecture, SOLID Principles, GraphQL APIs, Programmatic UI, Swift Lint, Coordinator Pattern, Behavior Driven Testing, Continuous Delivery, Bitrise, SSL Pinning, Swift Package Manager

Senior iOS Developer — *Mauritz Jarl Software House LLC, Dubai*

July 2019 - Sept 2020

- Worked on a fitness app developed in Swift. The app keeps track of users' daily workout activities and steps.
- **Technologies & Tools:** VIPER Architecture, SOLID Principles, RESTful APIs, HealthKit, Instruments, Concurrency, Pedometer, Dark Mode, Modularity, GRDB, Unit Testing, Core NFC

iOS Developer — *MMH Web Designs LLC, Dubai*

Aug 2016 - Feb 2019

- Worked on a music app developed in Swift, it had 5k+ active users
- **Technologies & Tools:** VIPER Architecture, Core Audio, iBeacons, RxSwift, Cryptography, GATT, Analytics Tools, Encrypted APIs, Fastlane, Realm, Unit/UI Testing, SiriKit, Siri Shortcuts

iOS Developer — *Suave Solutions Pvt. Ltd, Lahore*

Sep 2013 - July 2016

- Started my career as an iOS Developer from Suave Solutions and developed **15 iOS apps**
- **Technologies & Tools:** Objective-C, In-app Purchase, Social Integration, Google Admobs, Unit/UI Testing, SQLite/Core Data, Auto Layout, Size Classes, Multi-lingual Apps, VOIP, Blocks/Closures, XMPP, Text Synthesizing, KVO

Lab Instructor — *COMSATS Institute of Information Technology, Lahore, Pakistan*

Sep 2013 - Jan 2014

- Taught 'Human Computer Interaction', 'Object Oriented Programming' and 'Introduction to Computer Programming' subjects as a lab instructor.

Education & Certificates

Bachelor of Science in Computer Science — *COMSATS Institute of Information Technology, Lahore, Pakistan*

May 2009 - Sep 2013

Artificial Intelligence and Machine Learning— *Learners Point Academy, Dubai, United Arab Emirates*

Sep 2024 - Dec 2024

Skills

Software Languages & Tools: Swift, Java, Dart, Git, Figma, Xcode, Proxyman, Postman, Photoshop
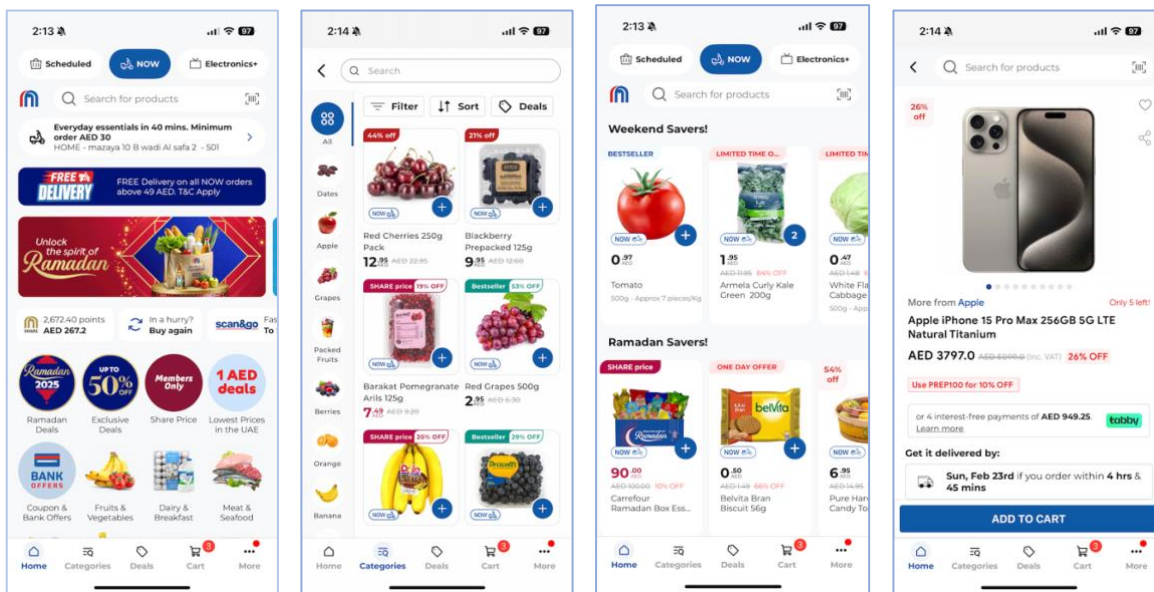
Mobile Technologies: iOS, SwiftUI, Flutter, RxSwift, Unit testing, VIPER, MVVM, GrowthBook, A/B Testing, Provider, Riverpod, Bloc, Isolates, Future

Technical & Leadership: System Design, Clean Architecture, Documentation, Mentorship, Agile Methodologies, Product Strategy, Software development life cycle.

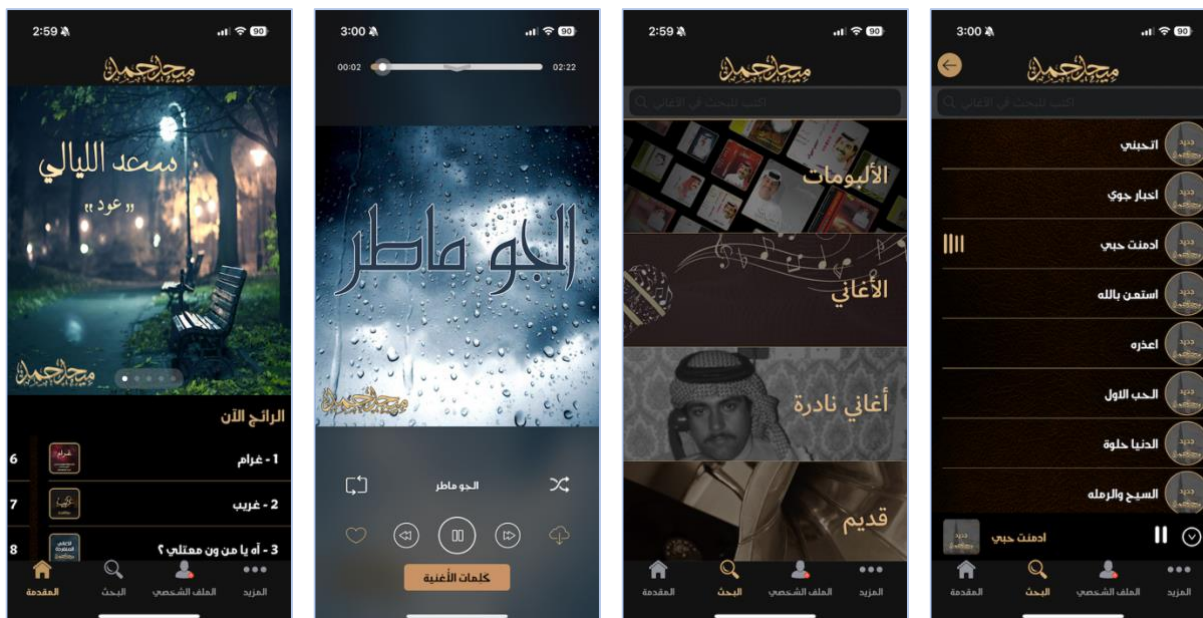**Languages:** English (Fluent), Sindhi (Native), Urdu (Native)

Portfolio

MAF Carrefour Online Shopping App:

A feature-rich e-commerce platform enabling seamless grocery, electronics, and household shopping. Offers instant purchases, fresh groceries, nutritional insights, loyalty rewards, and cashless payments via Carrefour Pay. Integrated AI-driven search, smart recommendations, and a personalized shopping experience across multiple markets.
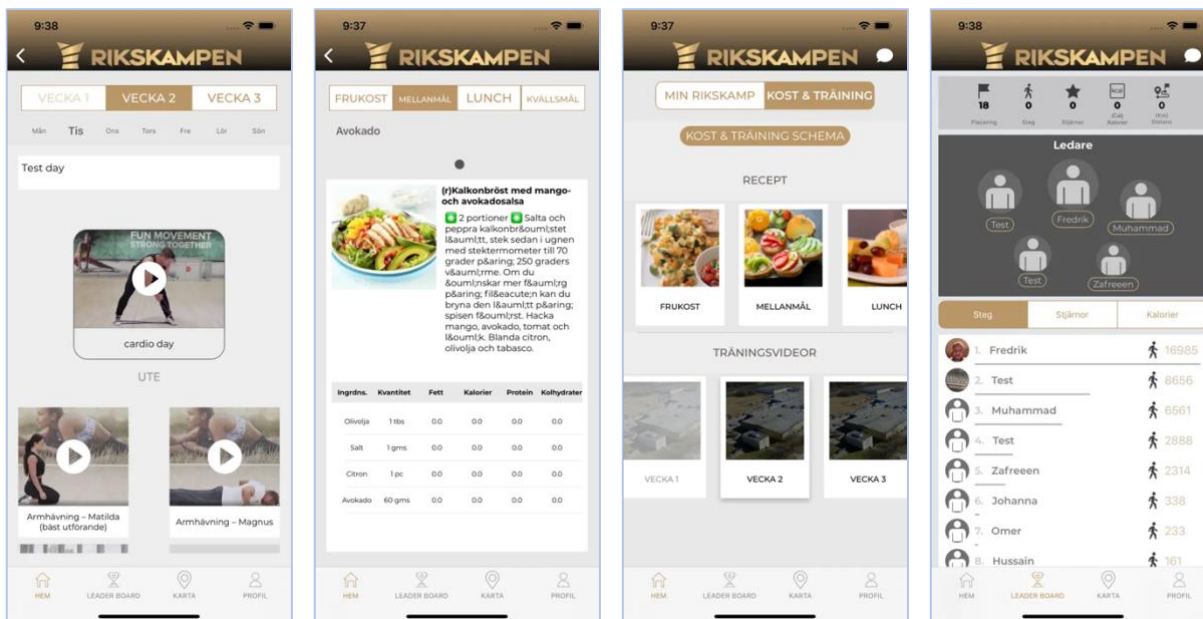
Link: https://apps.apple.com/us/app/maf-carrefour-online-shopping/id626805470

Mehad Hamad Music App:

Developed an iOS app for Mehad Hamad, a renowned UAE singer, featuring his complete discography, high-quality music, exclusive videos, and Arabic-language search. Enabled users to favorite songs, access early releases, and share music seamlessly.
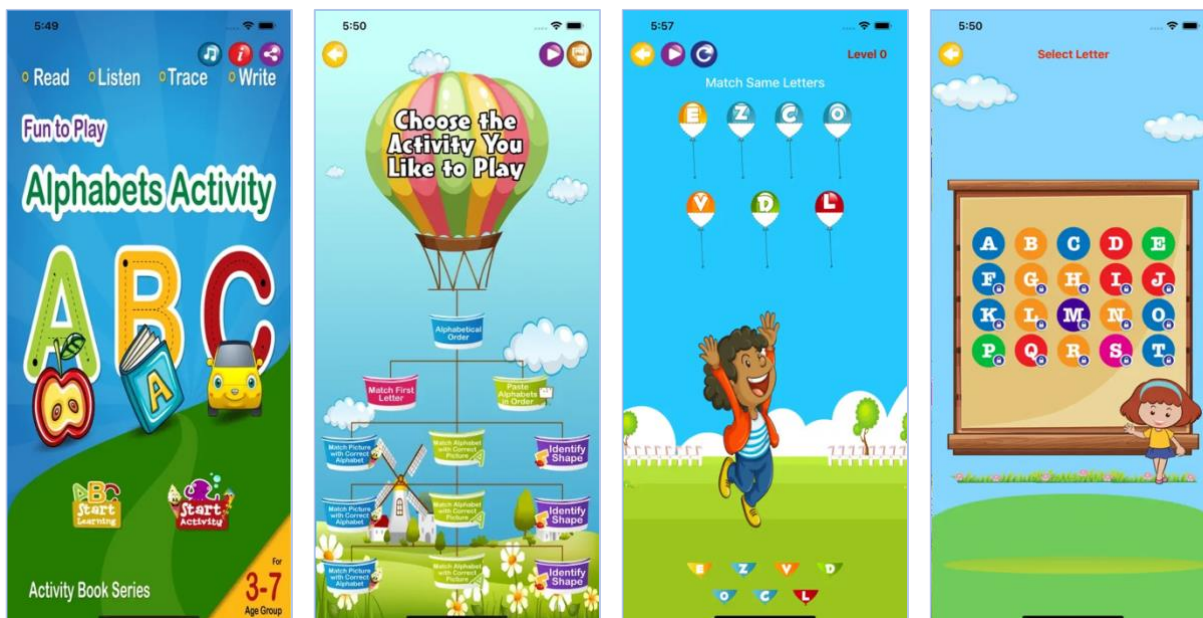
Link: https://goo.gl/rpnFtD

Rikskampen - Personalized Fitness & Nutrition App:

Developed an iOS app for Rikskampen, an online personal training platform in Sweden. Enabled users to receive customized workout and diet plans, track progress via HealthKit integration, and access expert fitness guidance through video tutorials and interactive challenges.

Link: https://apps.apple.com/us/app/rikskampen/id1459389664

Alphabets Activity Book – Interactive Learning for Kids:

Developed an engaging iOS app to help kids learn English alphabets through tracing, writing, and interactive activities. Implemented fun challenges like letter matching, shape identification, and missing letter games to enhance learning in an intuitive way.

Link: https://apps.apple.com/ae/app/alphabets-activity-book-lite/id891248763