



# RASHIDA DALAL

## iOS DEVELOPER



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Dubai

## SKILLS

- Swift
- Objective-C
- SwiftUI
- UIKit
- Core Data
- Core Animation
- AVFoundation
- Storyboards & XIBs
- Agile Software Development
- iOS
- API Integration
- RESTful APIs
- Push notifications
- Xcode
- Git
- Json Data Parsing
- Grand Central Dispatch (GCD)
- Networking (NSURLSession, Alamofire)
- Async image loading
- UI/UX Design
- XCTest Framework
- Test-Driven Development (TDD)
- Auto Layout

## ABOUT ME

Results-driven iOS Developer with 7 years of experience in designing, developing, and maintaining high-quality mobile applications. Proficient in Swift, Objective-C, SwiftUI, and Xcode. Strong background in UI/UX design, performance optimization, and integrating APIs. Seeking to leverage technical expertise and problem-solving skills to contribute to innovative projects and drive success in a dynamic development team.

## WORK EXPERIENCE

### SR. IOS DEVELOPER

MCKINSEY & COMPANY

01/2023 -Present

- Company Overview: (External Worker at McKinsey).
- Designed, developed, and maintained in-house product applications using Swift
- Coordinated efforts between different teams for goal completion
- Offered support to colleagues enhancing team collaboration
- Tested and debugged code base for iOS applications
- Optimized existing codebase for better performance and scalability.

- MVC Design Pattern
- MVVM Design Pattern
- SOLID Principles
- Apple Human Interface Guidelines
- In-App Purchase
- Software Development Tools: JIRA, Confluence
- Firebase
- Continuous Integration/Continuous Deployment (CI/CD)

## ACHIEVEMENTS

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- **Improved App Performance:**  
Reduced app crash rates by 30% through code optimization and rigorous testing, enhancing user satisfaction.
- **Successful App Launches:**  
Successfully launched 8 apps on the App Store, each with high user ratings and positive reviews.
- **Feature Implementation:**  
Integrated complex features like secure payment processing (Stripe, Braintree) and social media login across multiple apps, boosting user engagement by up to 40%.
- **Remote Team Collaboration:**  
Effectively coordinated with international teams, leading to a 25% reduction in project timelines due to improved communication and streamlined workflows.

## SR. IOS DEVELOPER

BONDSTATE IT SOLUTIONS

06/2020

- Client Overview: Coffee Pal Product (Denmark).
- Ensured stability of the iOS codebase through maintenance
- Design user interfaces along with custom views utilizing UI Kit and Core Animation

## JR. IOS DEVELOPER

REINFORCE SOFTWARE SOLUTIONS PVT. LTD

06/2016 - 05/2020

- Designed, developed, and maintained native iOS applications using Swift
- Performed debugging of existing codebase and fixed errors as needed.
- Integrated third-party libraries into the app development process.
- Created custom UI components to improve user experience on mobile devices

## EDUCATION

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### BACHELOR OF ENGINEERING, INFORMATION TECHNOLOGY

RGPV - INDORE, INDIA

2011 - 2015

## PORTFOLIO

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- <https://heyzine.com/flip-book/b7746265f9.html>

## CERTIFICATIONS

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- iOS Development Certificate Course – Concept Solution, Indore.
- iOS Development Bootcamp (Udemy).
- Swift and iOS Development (LinkedIn Learning).

# PASSION

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- Enthusiastic about creating secure, intuitive mobile experiences that solve real-world problems.
- Driven to explore and implement emerging technologies, like AR/VR, AI, and machine learning in mobile apps.
- Passionate about mobile payment innovations and enhancing app performance for a seamless user experience.
- Continuously learning and applying the latest iOS frameworks, including SwiftUI, Combine, and Core Data.
- Committed to clean, scalable code and best practices, ensuring apps are reliable and future-ready.

# HOBBIES

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- Yoga & Meditation: Practicing mindfulness and self-care to stay balanced and focused.
- Reading: Fueling my imagination and expanding my knowledge across various genres.
- Coding & Programming: Channeling my love for innovation through logical thinking and problem-solving.
- Cooking & Baking: Expressing creativity and precision through culinary experiments.

# NOTABLE PROJECTS

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## MCKINSEY VALUE INTELLIGENCE

ROLE : SR. IOS DEVELOPER

Swift 5

- Desc: The McKinsey Value Intelligence app provides real-time market analytics and insights.
- Link: <https://apps.apple.com/in/app/mckinsey-value-intelligence/id6447162136>

## NUFF.CASH

ROLE : SR. IOS DEVELOPER

Swift, MVVM, Firebase for real-time updates, and advanced security measures for payment transactions.

- Overview: Nuff.Cash is a U.S.-based wallet application where users can add money, scan, and pay at supported locations.
- Features: Developed seamless wallet functionality with secure money loading, implemented Scan & Pay feature for quick transactions.

## URSPAYCE KIOSK - YOUR VISITOR WORKPLACE APP

ROLE : SR. IOS DEVELOPER

Swift 5 , iPad

- Desc: Save time for the visitors by informing them of the non-availability at check-in.
- Link: <https://apps.apple.com/in/app/urspayce/id1634728617>

# LANGUAGE

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- English (Advanced)
- Hindi , Urdu
- Gujrati (Native)