

# FRANCIS BEASLEY: iOS Developer ([www.francisbeasley.com](http://www.francisbeasley.com))

## PROFILE

Self-motivated and hard-working. I use my own initiative, communicate well with people of all levels. Constantly learning and developing and looking for ways to improve on what I already do.

### Relevant iPhone Development Experience:

- 10 + years Objective-C and programming for Mac OSX.
- 10 + years developing for the iPhone.
- 9 + years developing for the iPad.
- 5 + years of Swift commercial experience.
- 3 + years of node.js and server development.
- 2 years of React Native commercial experience.
- 1 year of Android commercial experience.

### Commercial Applications Experience:

**Shiffle:** With an existing app, I was hired to make it more streamlined, quicker to load, and have a backend database for offline use. Re-wiring the API system for new and improved Hooks. Finding a charting system that worked well within ReactNative to the quality that was sort after and adding a new slick UI that works not only really well across both iOS and Android, but also that felt authentic and responsive.

**SolidState:** Hired to maintain their current range of iOS Apps and supporting MacOS app. Using multiple levels of encryption and video streaming straight from encryption. Supporting how to move videos around the world using Peer to peer systems and how to play back H265 when it's not currently supported on iOS.

**Loqiva:** Hired to maintain and add new features to their apps (ReactNative). Using location and caching systems to provide slick and fast UX. Adding list views and in depth date systems for bookings across multiple time zones.

**Inshur:** Hired to maintain their current apps. Created a Proof of concept ReactNative app which has been taken on as their main app. Reviewed the systems from a security, UX and UI perspective. Updated their systems for unit tests and behavioural tests across the ReactNative app towards a 90+% code coverage goal. Removed dependencies and updated UI to a more modern sleeker look.

**LegalZoom:** Re-Hired to build a new messaging system and to update the one originally built and add maintenance to their core product.

**HewiStreet:** Building a clothing app from scratch to show all the new clothes on the website, the ability to search and buy / swap clothes from user to user. Utilises CoreData, optimised Networking system, image caching and custom notifications. Built in Swift 4.

**WalletPA:** Building the app from scratch to connect using the new GDPR and PSD/2 system to access bank details. Using Swift, CoreData, Location, Cryptography. Built on Apple's best practices, supported across all the major devices and sizes.

**Sentiance:** Created from scratch a brand new SDK which is energy efficient and well structured. Utilising many different sensor systems, a network queue for offline and dependencies. Using Swift 4, CoreData, Gyroscope, Location, Accelerometer, m7 optimisations, distributed on CocoaPods. Built on Apple's best practices and fully unit tested.

**REVL:** Built and maintained the existing events app. Extended to use for festivals, used

coreLocation for location on a map and a schedule. Using Swift 3, CoreData, AR, TvOS and WatchKit, refactored vast chunks of architecture to a better approach.

**LegalZoom:** Built out external instant messaging apps for soliciting companies. Using Swift 3 and sockets, CoreData and latest technologies for UI. Utilising cryptography to store sensitive documents.

**Biid:** Build from scratch the underlying systems for a new SDK, built in Swift 3 using cryptography, certificate signing, man in the middle defence, keychain, on disk encryption.

**ArtAttack:** Helped migrate the server from Parse to another system. Updated the code on the iOS app to use a new library, tested and made sure all was the same. Updated the UI on the app for a new look for launch. Using Swift 3.0

**WTA Finals:** Helped re-skin the app for the new tennis finals this year in Singapore, updated the networking, updated designs and got it ready for the Appstore. Very short amount of time to get up to speed and to be effective.

**Coo:** Rebuilt a parenting iOS app from scratch in Swift 2.0. It has a feed very similar to Facebook and a messaging system which was all built custom and works as well as What's App currently does. It has TDD, BDD, keychain and secure networking.

**Plastic:** Built a brand new iPhone app that is to take on the financial world with a new look, has bluetooth hardware and apple pay. Utilises the new widget system from iOS 8 and Swift 2.0. As it's financial a lot of custom cryptography, keychain and TDD tests involved.

**Memrise Learning Application:** Working on a brand new Greenfield project for the company Memrise. Taking all my experience to a learning languages app. Using the latest iOS 8 and utilizing for iPhone 6 and 6 plus. Uses CoreData, GCD, Keychain, CoreGraphics, TDD and BDD Tests. Heavily gamified using UIKit.

**Trube:** A personal exercise app like Uber, working across multiple areas in London, with reverse-geocoding and review system. Utilises SpriteKit in some screens and the rest of the gamification using UIKit. Payments utilising Apple Pay and Stripe, using CoreData, Keychain, Unit Tests and Behavioural Tests.

**Hotels.com Universal Application:** Working on a brand new greenfield universal iOS App. Built the app up from scratch, built out a framework which can be used by third party companies or a Mac app. Front end system using the latest iOS 7 APIs and custom tile system. Lots of solutions across multiple timezones, currencies and languages! Uses CoreAnimation, CoreData, Keychain, CoreGraphics, CoreLocation. Continuous Integration, Unit Tests, MOC Objects.

**Nike+ Fuelband Application:** Working on the latest Nike+ Fuelband app to include new features and bug fixes. Also worked on the Nike Training Camp application. Uses CoreAnimation, CoreData, Keychain, Bluetooth and CoreGraphics. Utilises Open GL ES 2.0 with shaders in some screens.

**MMN Simply Tap Application:** Simply Tap application allows a user to make payments to buy anything on the MMN backend, very similar to Paypal or Amazon. Uses Keychain and SSL and CoreData to store and transmit consumer sensitive data.

**RBS Banking Application:** RBS banking application, that allows users to check balance, transfer money or make payments to people all from iPhone. Heavily secure systems to make sure consumer data is secure and not penetrable. Penetration testing and code review every 3 weeks on code written. Wrote a POC side to this app that works with external hardware, which plugs into the iPhone or iPod Touch and takes payments there and then from cards, using the secure system to process the payment, and updates bank accounts to show payment authorised and processing.

**Dr Who The Encyclopedia:** Apple 'iPad app of the week'. An iPad app that shows all the information about Dr Who. Includes custom navigation, a '3D' parallax effect screen using the Gyroscope. Using Cocos3D the tardis front screen is fully 3D, I created the Tardis model and ring model in Cinema 4D. Uses SQLite3 database for information and links between characters or events.

**Exoplanets:** Apple 'iPad app of the week'. iPad app that shows facts about space and custom planets from Scientific America. Includes a custom 'Planet Builder' utilising the new Cocos3D framework, and a 360 degree rotational view of the planet landscape using Compass on iPad 1 and Gyroscope on iPad 2.

**F:sh:** Kids interactive book built purely with Cocos2D. This app has a parallax effect and a custom memory class written to deal with the vast amount of images and the memory on iPad 1 with the parallax.

**Top100:** This app includes the top 20 albums from each decade with 2000s being the free included year and the others are updated via an in-app purchase process. Universal app that includes CoreData and in-app purchase.

**Burberry:** I built 3 iPad apps for Burberry and one universal app. All of the apps are in house and were deployed on an enterprise license instead of the appstore. These apps included a custom magazine with a custom display out (for presentations) and a web browser app that had hooks to a jquery website, so that the website could utilise the main features of the iPad and iPhone without being a native app.

**Medical Affairs:** This app was built for a medical client focussing on research and results of pancreatic cancer. It was built with a custom navigation and custom gesture recognisers. It is an offline app that updates via an API new results or updated research, this then gets saved into the app via CoreData.

**Guinness World Records:** Official app for Guinness World Records. The app framework and memory management (intensive use of videos, animations, games and photos) was fully built by me and contains mini games written in Cocos2D Framework. It includes Open GL-ES for the games, JSON, SSL, and a custom built framework.

**Headspin: StoryBook:** Game based on a popup book. I used Cocos2D Framework and Open GL-ES to create and manage the separate elements.

**Scope:** Price comparison application - I Project Managed for this app and was involved in all areas of the creation of it. The app included Augmented Reality, Open GL-ES, JSON, XML, GPS, Push Notifications, Multi-Threading, Internationalisation and M-Commerce. I linked all of the M-Commerce together (with Paypal) and applied best practices in security on the iPhone. It has so far sold over 70'000 apps in the UK, and 25'000 in the US.

**VegOut:** Vegetarian friendly restaurants finder based on users location - I helped with creating views and linking the backend with the app using JSON.

**Ocado:** Waitrose shopping application - I helped create views using Interface Builder.

For further information on these apps and to see a selection of my personal apps, please refer to my portfolio. [www.francisbeasley.com](http://www.francisbeasley.com)

I have created 25 iOS / macOS / TvOS apps for myself, many of which are still in the appstore.

## KEY STRENGTHS

- Experienced software developer
- Organised and efficient

- Manage well under pressure
- Effective Task Prioritising
- Communicate effectively with people at different levels in the company
- Work really well within a team
- Pay close attention to detail
- Producing quality work to a deadline
- Good problem solving ability
- Adaptable and reliable

## EMPLOYMENT EXPERIENCE

### Mobile Contractor

7 Month Contract  
Oct 2020 - Apr 2020

### iOS Contractor

2 Month Contract  
Aug 2019 - Oct 2020

### Mobile Contractor

3 Month Contract  
June 2019 - Aug 2019

### Mobile Contractor

4 Month Contract  
Jan 2019 - May 2019

### iOS Contractor

7 Month Contract  
Jun 2018 - Dec 2018

### iOS Contractor

3 Month Contract  
Mar 2018 - Jun 2018

### iOS Contractor

3 Month Contract  
Jan 2018 - Mar 2018

### iOS Contractor

### Shiffle

Updating the existing app based on React Native. Adding new features, making the app load quicker, finding new charting libraries and creating a well crafted and smooth UI that looks great.

### SolidState

Maintaining the existing app with multiple targets, adding new targets and supporting enterprise builds. Keeping the current Mac supporting app inline and tackling how to play H265 and video streaming / caching on iPads.

### Loqiva

Maintaining the existing app with multiple targets, updating tests and builds on the App Store. Adding new targets and updating server code to deal with it. Creating apps in React Native.

### Inshur

Maintaining and reviewing the app in an exciting insurance space. Lots of updates across security ready for PEN testing, automating testing and getting unit tests in place to work towards 90+% of code coverage. Updating old libraries and removing dependencies.

### LegalZoom

Building a new product and maintaining the old product. Updating to Swift 4 and adding Augmented Reality into the product along with OCR and Speech Recognition.

### HewiStreet

Building from scratch a new app to show clothing on the platform to be able to buy and search through the clothing.

### WalletPA

Creating from scratch a new app to be used by consumers to access their bank accounts, to renew their insurance and home energy tariffs easily and efficiently. Using Swift 4, on WatchOS and iPad and iPhone.

### Sentiance

6 Month Contract  
July 2017 - Jan 2018

Creating from scratch a new SDK to be used by a lot of big companies, to learn from past mistakes and get launched in time and on budget.

**iOS Contractor**  
3 Month Contract  
April 2017 - July 2017

**REVL**  
Maintaining the REVL events app and refining and restructuring a lot of the architecture, using Swift 3 Apple Watch Kit and started on a TvOS app.

**iOS Contractor**  
7 Month Contract  
Nov 2016 - April 2017

**LegalZoom**  
Building in house apps and external client apps for the solicitor company. Written in Swift 3. Using sockets for instant messaging, CoreData and cryptography for security.

**iOS Contractor**  
2 Month Contract  
Oct 2016 - Nov 2016

**Biid**  
Building a new SDK for the banking world using cryptography, keychain and a host of encryption techniques.

**iOS Contractor**  
1 Month Maintenance  
Sept 2016 - Oct 2016

**ArtAttack**  
Migrating database from Parse to a new system and updating the UI to a new look on the feed. Using swift 3.

**iOS Contractor**  
2 Month Contract  
Aug 2016 - Sept 2016

**PulseLive (WTA Finals)**  
Re-skinned the Women's Tennis Finals app with a whole new design, and new APIs. A whole new videos section and only 7 weeks to have it ready for bug fixing. Using Swift 2.3.

**iOS Contractor**  
4 Month Contract  
Apr 2016 - Aug 2016

**Coo**  
Rebuilt a parenting app for social and connectivity from scratch using Swift 2.0 and new techniques which allowed the app to be built in a very short amount of time and iterated on when feedback from users was acquired.

**iOS Contractor**  
12 Month Contract  
Apr 2015 - Apr 2016

**Plastic**  
Built a greenfield app with Apple pay and TouchID for a brand new financial take with bluetooth hardware. Was involved in a lot of the design as well. Using Swift 1.2

**iOS Contractor**  
8 Month Contract  
Sept 2014 – Apr 2015

**Memrise**  
Brought in right at the start for a Greenfield app, led the team and hired 2 permanent iOS Devs who are now in charge of the app.

**iOS Contractor**  
21 month Contract  
Dec 2012 – Sept 2014

**Hotels.com**  
Built a brand new greenfield iOS Application for the hotels.com brand. Brought in right at the start to help lead the team, major success, using all new APIs and up 55% on sales on the old app.

**iOS Contractor**

2.5 month Contract  
Sept 2011 – Dec 2012

**iOS Contractor**

11 month Contract  
October 2011 – Sept 2012

**iOS Contractor**

4 Month Contract  
May 2011 – Sept 2011

**iOS Contractor**

6 Month Contract  
Dec 2010 – May 2011

**iOS Contractor**

3 Month Contract  
Sept 2010 – Dec 2010

**iOS Project Manager**

Permanent position  
Nov 2009 – Aug 2010

**Freelance iOS Developer**

Self-employed  
Apr 2008 – Present

**Software Technician**

Permanent position  
Apr 2008 – Sep 2009  
maintaining Linux Servers,  
and building

**Electrical Technician**

Permanent position  
Jun 2007 – Apr 2008

**AKQA Design Agency**

Added new features and fixed bugs in the Nike+ Fuelband application, and the Nike Training Camp App. The Fuelband app connects to the fuelband via Bluetooth and allows users to sync their 'activity' for the day.

**Monitise Plc**

Helped maintain the RBS banking application, created a POC for RBS using external hardware to take payments from cards, also helped maintain and also add new features to the MMN application.

**Brandwidth**

Helped finish off Top100 app, an app with the top 20 albums from each decade. Created F:sh, a kids interactive book for iPad. Helped develop Exoplanets for the iPad. Also created one other high profile iPad app that is coming out mid-October.

**Burberry**

Maintained and built new iPad apps for in house projects. Built 3 iPad apps and one universal app for events and London Fashion Week.

**Brandwidth**

Helped create Headspin: Storybook a game written with the Cocos2D Framework. Writing code, building UI, debugging, testing and solving Memory Leaks.  
Built Guinness World Records official app.

**Cogenta Systems Ltd (Sscope)**

Oversaw and ensured the smooth running of this app to tight deadlines. Communicating to all parties involved. Writing code, building UI, Debugging, Problem solving, testing.

**FBeasley Software**

iPhone app and software development, creating ideas that utilise and further develop my skill set and level of expertise. Writing code, debugging, Problem solving, testing.

**G4Tec**

Microsoft Development, debugging and testing. Including code writing, database management, problem solving, hardware testing, Setting-up computers.  
As a result of my work here I saved the company over £100'000 in Technicians time.

**G4Tec**

Building and testing hardware and soldering. I also became a voluntary Environmental champion and helped with internal audit and the achievement of ISO 14001, to ensure environmental practices within the company.

## EDUCATION AND QUALIFICATIONS

Sep 2005 - Jul 2006

**Brighton Institute of Modern Music**

Diploma:

Distinction in Music

Sep 1998 - Jul 2005

**Tewkesbury School**

A Levels in:

Physics; Mathematics; Music; Music Technology; General Studies

GCSE passes in:

Mathematics; Chemistry; Biology; Physics; Geography; History;  
English Language; English Literature; Music; Electronics

## OTHER INTERESTS

Music - I play the bass, Clarinet and Saxophone to a high level. One of the bands I played Bass in reached No.14 in the UK Singles Chart.

Movies - Going to the cinema and watching movies with a particular passion for Japanese Anime.