

# Jason Sadler

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Senior iOS developer focused on thoughtful teams, deliberate design, and technical excellence.

## Experience

### Senior iOS Developer, Ever AI

Kitchener, July 2016 - Present

#### Ever iOS App

- Maintained and developed new features for the [Ever iOS app](#). The app helps its 220,000+ monthly active users to back up, organize, and relive their photos and videos.
- Collaborated closely with our designers, other developers, and QA to create a high-quality app focused on user experience and fluid UI.
- Led development of a new interactive onboarding flow, integrating with analytics and A/B testing platforms, which improved upgrade rates by ~30%
- Worked on an extensive re-write of the home feed in React Native. This enabled us to share implementation with our Android app and iterate rapidly on both platforms.
- Used advanced tools such as Core Data, YAPDatabase, Reveal, autolayout, and Instruments to build a responsive, maintainable iOS app.

#### Ever AI iOS SDK

- Led design and development of an iOS SDK for the #2 ranked facial recognition engine in the US. Chose to use Objective-C for maximum compatibility with customers' existing apps.
- Created an iOS API focused on making it easy for other developers to use, and guiding them into decisions that keep memory and CPU usage to a minimum.
- Made major performance improvements including speeding up face clustering by 45x
- Wrote comprehensive SDK documentation, including a [sample application](#) written in Swift.
- Collaborated to ensure consistency between our Python, C++, Android, and iOS SDKs
- Worked closely with our machine learning teams to ensure the SDK teams were fully prepared to integrate new or updated ML models once they were ready.

#### Software Development Processes

- Introduced and led team retrospectives, and championed other agile practices.
- Maintained iOS app and SDK continuous integration to manage automated testing, documentation generation, and deployment using Buddybuild, shell scripts, and Fastlane.
- Created and maintained a suite of shell scripts to help developers manage Tensorflow build tasks based on which ML model was being deployed.
- Managed multiple codebases and dependencies using Git, submodules, and Cocoapods.

### Senior Mobile Developer, TribeHR / NetSuite

Kitchener, November 2012 - November 2015

#### Mobile

- Kickstarted mobile development efforts at TribeHR (acquired by NetSuite late 2013).
- Built an iOS app to increase employees' engagement with their employers.
- Began work on an Android app with a similar focus on quality and platform conventions.
- Developed several side projects, including utility libraries and a Swift room-booking app.
- Our app won CRN.com's [2014 Enterprise App Award](#) for Human Capital Management.

## Back-end

- Led architecture and development of a new notifications component. This project unified all of our email and push notification using Amazon SNS and Postmark.
- Designed, maintained, and documented the RESTful API used in the mobile apps.
- Contributed to the core TribeHR web / server code base, written in PHP using CakePHP.
- Participated in architectural discussions relevant to both Mobile and Core.

## Software Development Processes

- Actively engaged in a thoughtful, reflective agile development process.
- Prepared continuous integration for our iOS app using XCTool, Ant scripts, and Jenkins.

## Senior Developer, OpenText

Kingston, May - August 2008; Waterloo, June 2009 - November 2012

- Worked on iOS, Android, macOS, and Blackberry apps for [OpenText Tempo Box](#), an enterprise competitor to Dropbox
- Part of a large team responsible for implementing faceted search and browse in OpenText's flagship Content Server content management system. Modularity and extensibility were crucial in this project, and it taught me about designing platforms vs. building applications.

## Passion Projects

### Developer, Concussion Blog Engine

2015 - 2016

- Developed a toy blog engine as a personal project, to teach myself NodeJS and refamiliarize with the web stack. Served content based on Markdown files on disk.
- Previously powered [sadlerjw.com](#); code available at [github.com/sadlerjw/concussion](#)

### Board Member, Mapping Across Borders

2012 - 2016

- Provided technical direction and advice for Mapping Across Borders, a nonprofit focused on bringing GIS technology to NGOs working in Africa.
- Hired and mentored a computer science student, helping to improve his system design and web security skills.

### Developer, Doom 3 [CC]

September 2004 - April 2006

- Wrote UI scripts and C++ backend code to add closed captions to id Software's *Doom 3*
- Runner up for the 2006 Independent Games Festival Best *Doom 3* Mod Award

## Education

### McMaster University

Graduated 2009 *summa cum laude*: Bachelor of Software Engineering and Society