

Majdi El Felah

Senior Software Engineer

CONTACT INFORMATION:

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SKILLS:

Programming Languages: Swift, UIKit, SwiftUI, Objective C (legacy)

Frameworks: SwiftUI, Combine, Concurrency (async/await), UIKit, CoreData, SwiftData, AVKit, StoreKit...

Architecture & Patterns: MVVM, Clean Architecture, SOLID principles, Dependency Injection

Version Control: Git, Gitlab, Github

Methodologies: Scrum, Agile, Kanban, Strong problem-solving and analytical skills.

Leadership & Ownership:

Led delivery & architecture across 14+ OTT iOS/tvOS apps.

Provided technical direction on Swift, SwiftUI, architecture & CI/CD.

Mentored engineers through reviews, pairing & best practices.

Owned end-to-end feature delivery from planning to App Store release.

PROFESSIONAL SUMMARY:

Highly skilled iOS & tvOS Engineer with 8+ years building large-scale consumer apps across OTT, transport (M-Ticketing) and e-commerce products. Specialized in Swift, UIKit, and SwiftUI, modular architecture and performance engineering. Strong track record leading teams, modernising codebases and delivering stable, production-quality apps used by millions across iPhone, iPad and tvOS.

WORK EXPERIENCE:

SENIOR APPLE ENGINEER

Simplestream LTD, London, UK

January 2022 - Present

- Build / Maintain White Label iOS (iPhone, iPad) & tvOS apps
- Delivered & maintained 15+ white-label OTT apps across iOS, iPadOS & tvOS
- Modernised codebases and reduced technical debt by introducing SOLID, dependency injection, and modular architecture
- Built and maintained CI pipelines with GitHub Actions
- Improved app performance: reduced startup time, improved scrolling performance, lowered crash rate.

Apps: Virgin Media Play, Sony, GBNews, GAAGO, TalkTV, Ring TV, etc.

SENIOR MOBILE ENGINEER

Corethree LTD., Watford, UK

September 2020 - January 2022

- Build / Maintain 10+ white-label M-Ticketing apps.
- Contributed to architecture decisions, test automation, and app reliability
- Conducted code reviews and provided feedback to peers, promoting best practices and code quality standards.
- Collaborated with QA engineers to identify and resolve software defects and crash reduction in a timely manner.
- Helped deliver apps serving millions of UK users

Apps: TFL cycle hire, Intalink, Arriva Bus, Lothian buses, Oxford tube, Translink, Whippet, Transport for greater Manchester

EDUCATION:

MSc Industrial Engineering —
Polytechnic University of Bucharest
(2017-2018)

**MSc Cyber Security of Embedded
Systems** — Higher Institute of IT Tunis
(2013-2015)

**BSc Embedded Systems & Computer
Science** — Higher Institute of IT Tunis
(2010-2013)

LANGUAGES:

English
French (B2)
Arabic (Native)

NATIONALITY:

British

WORK EXPERIENCE:

LEAD/SENIOR iOS ENGINEER - CONTRACTS PROJECTS

StartTech Digital, London, UK
May 2020 - January 2022

- Designed, developed, and shipped 7+ production iOS apps using Swift 5, SwiftUI, and UIKit
- Owned the entire product lifecycle—from architecture and API integration to App Store submission and long-term maintenance
- Provided technical leadership, code quality standards, and reusable SwiftUI components for multiple client projects
- Participated in Agile development sprints, contributing to the successful delivery of software increments.

Clients: Vollou, R2B Media Ltd, Breeza, Drops

SENIOR iOS ENGINEER

The App Expert, London, UK
May 2019 - May 2020

- Delivered iOS development for internal products and external client projects, including work for VisMedia Agency (Wash At Home App)
- Provided remote technical leadership and project guidance to consultants across multiple engagements
- Mentor junior developers, conducting code reviews, providing technical guidance, and assisting them in designing and implementing software features for client projects.

iOS ENGINEER

Exo Platform, Tunis, Tunisia
May 2019 - May 2020

- Developed multiple enterprise iOS applications
- Collaborated in an agile workflow with daily stand-ups, sprint cycles, and tight release schedules
- Improved application stability through extensive bug fixing, Crashlytics monitoring, and iterative refinements
- Pair programming, code reviews, and engineering best practices within the team

Apps: [TUNISIE PRESS](#), [JUMIA](#), [MYTT APP](#), [BIAT BANK](#)