



Danny Shmueli

Computer Engineer

Address

Kfar Saba
Israel

Mail

dannyshmueli@
gmail.com

Tel

+972-544-256084

Web & Git

dannyshmueli.com
www.getpunchy.com
github.com/dannyshmueli

Experience

09/18 - Now **Senior iOS Software Engineer** [Mixtiles](#)
A startup that prints photos on an affordable self hanging frame using a mobile app.
- Bug-free (99.6) super fast, international and localized app that works everywhere.
- Adding and deploying features in AB testing.
- Fast pace iterations, weekly releases

08/15 - 09/18 **iOS Software Engineer** [Metaflow](#)
A startup that measures metabolism a using breathing device and a mobile app.
- Challenging UI (graphs and dashboards).
- Dealing with BLE connected devices throughout the app life-cycle.
- Implementing comprehensive user flows with many experiments and iterations.

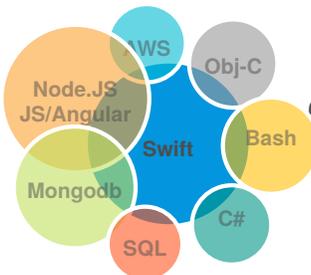
06/15 - Now **Co-Founder & Developer** [Punchy - Smart Work Clock](#)
Automatic time tracker for employees. Logs employees work hours using the iPhone / Android geofence locations.
- Notifications for feeling in missing days.
- Monthly / weekly emails for employees and office managers. - More than 15,000 hours logged monthly by employees around the world.

03/14 - 06/15 **iOS Software Engineer** [Aniways](#)
A startup after seed round developing an SDK for mobile chat applications.
- Maintaining, adding features to the iOS rich UI SDK.
- Using own CocoaPod for the Aniways SDK integrations.
- Advanced knowledge in UITextView and text drawing and manipulating

11/11 - 03/14 **iOS & Web Software Engineer** [Sears](#)
Feature owner development style - from scratch to production. Working closely with the product/project teams to coordinate requirements and deliver to production on time.
- Native Objective-C development.
- Monthly release cycles to the Appstore.
- Most features also required some server development in C#.
- For a period I was part of the web teams working with unit test, integration test, Continuous Integration, TDD. (C#, .NET, jQuery and some Java).

01/08 - 11/11 **Indi iPhone Development and Consulting** [BittleBottle](#)
- Appstore apps- "Milim", "Tashthebz", "Dor Alon".
- Push Scores - sends push notification on subscribed sports events - was live in the Appstore for a year.
- Most of the apps used Ruby on Rails server and communicated with REST services using RESTKit.

Programming



Personal Skills



Environments

Xcode ★★★★★
Webstorm ★★★★★
Sublime ★★★★★

OS Preference

MacOS ★★★★★
GNU/Linux ★★★★★
Windows ★★★★★

Languages

Hebrew ★★★★★
English ★★★★★

Education

- 2004 - 2007 **B.A in Computer Science** [Interdisciplinary Center, Herzliya, Israel](#)
Computer and Network Security, Cryptography, Network Security Securing Information Systems Operating Systems
- 12/2011 **Intro to Artificial Intelligence.** [Stanford Online](#)
- 01/2018 **Bitcoin and Cryptocurrency Technologies** [Coursera Online](#)

Applications

- 10/2015 **Punchy - Smart Work Clock** 
Swift app that automatically logs employees work hours based on the iPhone location.
- 6/2016 **Lumen - Nutritionist in your pocket** 
Swift app that connects to a BLE device for measuring metabolism and displaying daily plan and food recommendations.
- 3/2010 **Tashbetz** 
First Hebrew Crossword Puzzle app. With monthly updated crosswords from Lidor Crosswords.
- 11/2009 **Dor Alon** 
Launched and maintained iOS app for a big Israeli gas stations company, "Dor Alon".
- 5/2009 **Milim** 
First Hebrew game on the Appstore: Build as many valid words as you can from a given six letters set.

May, 2019

Danny Shmueli