



Marcus Padilla

Staff Software Engineer, Native Mobile

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STRENGTHS

- 🏗️ **Architecture Leadership**
Set clear module boundaries and visibility rules during a native migration, giving teams safer ownership and cleaner decisions.
- ♥️ **Performance Focus**
Profiling once exposed hidden startup work on low end devices, leading to practical fixes for responsiveness and frame stability.
- 👤 **Human Reviewed AI**
Built agent workflows for translation, yet kept architecture and security decisions with engineers. That balance earned practical trust.
- 👥 **Cross Team Alignment**
Turned broad migration goals into milestones and quality gates. Product and engineering partners gained a shared delivery rhythm.
- 🔧 **Developer Experience**
Improved caching, local scripts, diagnostics, and onboarding. Engineers noticed smoother feedback, especially during release preparation.

SKILLS

Swift iOS Kotlin Android
React Native Mobile architecture
Modular design
Performance optimization
Cold start Frame stability
Scroll jank Time to interaction

SUMMARY

Staff level **native mobile** engineer with 12 years building consumer applications across iOS and Android, including products serving several million customers. Leads Swift and Kotlin architecture, modular boundaries, visibility rules, compile time safeguards, performance budgets, release quality, and large React Native migration programs. Remains hands on with implementation, architecture reviews, code review, profiling, testing, and production remediation. Applies **AI assisted code generation** and LLM driven agent workflows with human review for architecture, state management, security sensitive behavior, and release decisions. Converts strategy into practical milestones, aligns product and engineering partners, improves build systems and CI/CD, and mentors L3 through L5 engineers. Brings focused experience with **low end Android** performance, cold start, frame stability, scroll jank, **time to interaction**, developer tooling, onboarding, and reliable mobile delivery.

EXPERIENCE

Staff Mobile Software Engineer

Arcadia Digital Markets 📅 January 2023 - Present 📍 Austin, TX

Owns native architecture for consumer financial applications serving several million customers. Leads Swift and Kotlin module design, React Native migration, AI assisted translation, performance governance, build modernization, release quality, partner alignment, and mentoring across mobile teams.

- Defined Swift and Kotlin **module boundaries**, **visibility rules**, and compile time safeguards for financial applications.
- Led **React Native** migration with production implementation, platform translation, and detailed architecture reviews across mobile teams.
- Created LLM translation workflow with human review for architecture, state management, security, and release acceptance.
- Set **cold start**, **frame stability**, scroll, and interaction budgets across flagship and low end Android devices.
- Reworked **CI/CD** with caching, parallel validation, deterministic tooling, and diagnostics adopted by multiple product teams.
- Mentored L3 through L5 engineers through architecture reviews, code coaching, and release readiness planning.

Senior Mobile Software Engineer

Pioneer Commerce Labs 📅 May 2020 - December 2022 📍 Denver, CO

Led Swift **architecture** for a high traffic commerce application while contributing Kotlin platform work. Shaped reusable modules, profiling practices, CI/CD release checks, developer tooling, migration planning, documentation, and mentoring that supported broader engineering adoption.

- Created reusable **Swift** and **Kotlin** navigation, networking, and presentation modules for high traffic commerce workflows.
- Profiled startup and scrolling paths across **device tiers**, removing main thread work and rendering bottlenecks.
- Introduced CI/CD checks for tests, static validation, build artifacts, and **deployment** readiness across releases.
- Built local scripts and **onboarding** documentation that simplified environment setup beyond the immediate squad.
- Converted application shell strategy into migration milestones, compatibility constraints, and measurable quality gates.
- Mentored engineers on Swift design, Kotlin interoperability, profiling, testing, and dependable release practices.

Senior iOS Engineer

Blue Mesa Mobility 📅 August 2017 - April 2020 📍 Phoenix, AZ

AI code generation CI/CD

Release tooling

LANGUAGES

English Native

Spanish Proficient

MY CAREER



- Staff Mobile Software Engineer at Arcadia Digital Markets (3.8 Years)
- Senior Mobile Software Engineer at Pioneer Commerce Labs (2.6 Years)
- Senior iOS Engineer at Blue Mesa Mobility (2.7 Years)
- iOS Software Engineer at Northstar Consumer Apps (3.1 Years)
- Junior iOS Developer at Horizon Mobile Studio (1.9 Years)

Developed Swift foundations for a consumer services application and helped several mobile teams deliver in parallel. Owned modular design, **performance** instrumentation, networking, persistence, CI build automation, architecture review, production debugging, and partner coordination.

- Restructured **Swift** feature code into explicit modules, enabling parallel delivery across several mobile teams.
- Instrumented startup, frame rendering, scrolling, and interaction responsiveness to catch regressions before release.
- Built shared networking and persistence components with explicit interfaces and focused test coverage.
- Improved CI build and test **automation**, producing faster feedback and repeatable release candidates.
- Reviewed **iOS architecture** changes and coached engineers on maintainable patterns during production defect resolution.
- Coordinated shared behavior and release sequencing with product, design, backend, and **Android** partners.

iOS Software Engineer

Northstar Consumer Apps 📅 June 2014 - July 2017 📍 San Diego, CA

Built native iOS features for a growing consumer application, advancing from Objective C maintenance into production Swift. Contributed reusable components, profiling, test coverage, build scripts, release configuration, architecture reviews, and production investigations.

- Migrated customer features from Objective C maintenance into production **Swift** development with senior guidance.
- Implemented reusable UI and networking components supporting multiple customer workflows and established application patterns.
- Diagnosed launch and scrolling issues with profiling tools, correcting blocking operations and inefficient view updates.
- Expanded unit and integration coverage for core mobile behaviors during frequent application releases.
- Maintained build scripts and release configuration for continuous integration and mobile distribution workflows.
- Partnered with senior engineers during **architecture** reviews and production investigations, gaining feature ownership.

Junior iOS Developer

Horizon Mobile Studio 📅 June 2012 - May 2014 📍 San Diego, CA

Implemented native iOS screens and application logic under senior guidance for consumer mobile products. Built practical foundations in Objective C, networking, persistence, lifecycle behavior, testing, debugging, build preparation, and release validation.

- Implemented native iOS screens and application logic under senior engineering guidance for consumer products.
- Converted product specifications into tested Objective C components covering networking, persistence, and lifecycle behavior.
- Fixed responsiveness and memory issues through device testing, documented reproduction steps, and validated corrections.
- Added unit tests for shared utilities and feature logic, reducing repeated regression risk during reviews.
- Supported build preparation and release validation by checking configuration, test results, and application behavior.
- Grew into independent feature ownership through structured reviews, debugging, and incremental design responsibility.

PROJECTS

Native Mobile Rebuild 📅 2025

A migration succeeds when behavior survives a change in language. Directed native rebuild planning across Swift and Kotlin, with module boundaries, human reviewed translation, performance budgets, and release safeguards guiding implementation.

Mobile Performance Budget Program 📅 2024

Speed is a product decision, not a final polish step. Established device tier measurements for cold start, frame stability, scroll jank, and time to interaction across iOS and Android.

Agent Assisted Translation Workflow 📅 2023

Automation should carry routine weight, not architectural judgment. Created an LLM assisted workflow for migration scaffolding and test candidates, with human review for behavior, security, and release critical changes.

LEADERSHIP & AWARDS

- Recognized at Arcadia Digital Markets for mobile architecture leadership across a several million customer platform.
- Selected by mobile engineering peers as a trusted reviewer for Swift, Kotlin, performance, and release quality decisions.
- Led cross team practice adoption for build caching, parallel validation, local workflows, and clearer release diagnostics.

EDUCATION

Bachelor's Degree in Computer Science

San Diego State University 🎓 GPA: 3.8 📅 2012 📍 San Diego, CA

Coursework: Mobile software engineering, algorithms, operating systems, database systems

CERTIFICATIONS

- DeepLearning.AI Generative AI for Software Development 📅 2025
- Apple Certified Associate, Xcode Development 📅 2024

TECHNICAL SKILLS

- **Mobile Languages:** Swift, Kotlin, Objective C
- **Mobile Platforms:** iOS, Android, React Native
- **Architecture:** Module boundaries, visibility rules, compile time checks
- **Performance:** Cold start, frame stability, scroll jank
- **Interaction Metrics:** Time to interaction, responsiveness, rendering
- **AI Development:** LLM workflows, agent automation, code generation
- **Build Systems:** Build caching, parallel validation, deterministic tooling
- **CI/CD:** Continuous integration, automated testing, deployment checks
- **Release Tools:** Release validation, build artifacts, distribution workflows
- **Developer Tools:** Local scripts, onboarding documentation, failure diagnostics
- **Quality Practices:** Code review, human review, architecture review
- **Testing:** Unit testing, integration testing, regression prevention

PROFESSIONAL AFFILIATIONS

- Mobile engineering community participant focused on native architecture, performance profiling, and reliable release practices.
- Developer experience working group contributor, sharing onboarding documentation, local tooling, and CI/CD improvements across teams.

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST