Amir Hayek

Mobile Tech Lead · 15+ Years in iOS & Mac Development

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EXPERIENCE

Mobile Tech Lead
2018 – Present

Shutterfly · shutterfly.com

- Orchestrated full rewrite of the Shutterfly app from scratch on both iOS and Android.
- Led AI adoption in the mobile team, integrating Claude Code into daily workflows to accelerate development velocity across the team.
- Initiated adoption of TCA and SwiftUI with modular clean architecture for faster building and testing.
- Built 2D/3D product renderers using Metal, Core Graphics, RealityKit and SceneKit, plus a Mac AppKit app for renders management and deployment.
- Rewrote core shared dependencies: Network, Analytics, Remote Config. Introduced feature-based development architecture.

PREVIOUS ROLES

2017 – 2018	**iOS Developer** · TRACXPOiNT TensorFlow models for retail product recognition; iOS app development.	2014 – 2017	**Lead Mobile Developer** · Toluna Designed and built the Toluna mobile app from scratch; led iOS and supervised Android.
2013 – 2018	**iOS Lecturer** · John Bryce College Part-time teaching Swift and iOS mobile development.	2013	**Co-Founder** · GetSlide (startup) Built iOS client and Python backend on Google App Engine.
2011 – 2012	**iOS Developer** · YIT (Yediot) Media-driven news and entertainment apps for iPad and iPhone.	2007 – 2010	**Software Engineer** · DSP Group / MCE Systems Android NDK development; reverse engineering phone data protocols.

APPS & PROJECTS

Zcode
Mac IDE for building native iOS/Mac apps with AI.

Usage for Claude
Mac/iOS menu app for Claude subscription usage tracking.

Vanishing Notes
Self-destructing notes app for Mac and iOS.

123Repo
Mac project launcher with git support.

Json2Toon
JSON/TOON converter for Mac, iOS, iPad, VisionOS with Shortcuts integration.

Open Source
HelpView, PopGestureRecognizer, UIReadMoreLabel on GitHub.

EDUCATION

B.Sc. Honors, Computer Science
University of Haifa · 2004 – 2008

SKILLS

Languages: Swift, Objective-C, Kotlin, Python, C

Frameworks: SwiftUI, UIKit, AppKit, TCA, Foundation Models, Metal, Core Graphics, RealityKit, SceneKit

Platforms: iOS, iPadOS, macOS, VisionOS, Android

Architecture: TCA, MVVM, MVC, MVP, modular feature-based

AI & Tools: Claude Code, TensorFlow, MCP integration

VOLUNTEERING

Paramedic · United Hatzalah — First responder volunteer

EMT · Rambam Health Care Campus — ER triage volunteer

SPEAKING

TEDx Speaker (2x) · Code Motion Tel Aviv 2014 · Tech talks on AI-driven development

AWARDS

1st place Startup Weekend, Haifa 2013 · 1st place Hackathon, Nazareth 2013
2nd place Hackathons: Nazareth '12, '15 · Shutterfly '19 · Tzofen '20, '21