

Dillon Hoa

Lead / Senior iOS Engineer · Mobile Tech Lead

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PROFILE

Lead / Senior iOS engineer with 10+ years designing, building and leading mobile products across health-tech, fitness, sports and SaaS. Proven track record of taking apps from inception to the App Store, defining clean and scalable architecture, and leading small mobile teams. Equally comfortable owning hands-on Swift/SwiftUI development and the wider delivery stack — system design, CI/CD and cross-functional collaboration. Currently a Senior iOS Engineer at EA on the EA Sports App — serving millions of monthly active users at a 99.9%+ crash-free rate — and an independent developer shipping my own App Store products.

CORE SKILLS

Languages & Frameworks	Swift, SwiftUI, Combine, UIKit, Objective-C
Architecture	MVVM, MVC, Coordinator, modular SDK design, clean / agnostic APIs
Tooling & CI/CD	Xcode, Bitrise, Fastlane, Azure Pipelines, Firebase, TestFlight
Backend & Web	REST (JSON / XML), Node.js, Go, Redis, SQL, PHP
Ways of Working	Agile / Scrum, team leadership, mentoring, cross-functional delivery

EXPERIENCE

Software Engineer III / Senior iOS Developer

Feb 2026 – Present

Electronic Arts (EA) — EA Sports App

- Rewrote the authentication layer, cutting cold-start load times from ~8s to ~0.8s and lifting the share of users reaching the initial screens from ~40% to ~85%.
- Introduced an architecture suited to the app's realtime-event needs across a large, inherited codebase — reducing network requests by over 50% while improving maintainability.
- Consistently delivered high-priority features against tight deadlines and in-flux designs, driving close communication to ship work that genuinely matters rather than just checking off acceptance criteria.
- Contributing to a product serving millions of monthly active users at a crash-free rate above 99.9%.

Independent iOS Developer

Sep 2025 – Feb 2026

Self-employed — Remote

- Continued building and supporting my own App Store products (see Personal Projects), iterating on features and performance across live iOS / iPadOS apps.

Lead iOS Developer / Mobile & Tech Lead

Apr 2022 – Sep 2025

Ieso Health — Remote

- Built and maintained the core iOS app from inception to a Medical Device Class 1–approved product, working within NHS guidelines.
- Led a mobile team of 4 and drove system architecture decisions as part of the tech-lead group.
- Partnered with AI research scientists and engineers to bring ML models into the platform and app.
- Designed custom BotFramework integrations delivering unique native experiences.
- Championed context-free APIs and clean architecture across the codebase.

Lead iOS Developer / Mobile Tech Lead

Oct 2020 – Apr 2022

Low6 — Solihull

- Overhauled legacy apps, re-architecting them to modern coding patterns during a high-growth period.
- Built the Low6 SDK for internal and external developers and acted as solution architect for core, scalable components.
- Launched and maintained a broad portfolio of apps; managed the mobile team (incl. Android) and led Scrum ceremonies.
- Coordinated backend developers to produce clean, agnostic APIs.

Senior iOS Developer

Jul 2019 – Oct 2020

Gymshark — Training & Ecommerce Apps

- Owned key features in the Training App and kick-started a new Ecommerce app with a fresh team.
- Implemented automated CI/CD delivery pipelines (Bitrise).
- Mentored junior developers and presented on development practices.

iOS Developer / Software Architect

Sep 2012 – Jul 2019

sales-i — Solihull

- Built and maintained the company's iOS, Apple Watch and Apple TV apps — native clients to the sales-i SaaS platform.
- Led mobile design, translating web paradigms into mobile, and owned App Store release processes.
- Managed mobile sprints and app-to-backend integration.

Earlier roles

2006 – 2012

Advance IT Group (Web & iOS Developer, part-time) and technical-support / retail roles

- Developed B2B iOS projects and maintained PHP backend systems alongside university studies.

PERSONAL PROJECTS

Capturino — Professional UVC video monitor for iPad & Apple Vision. Pro tools including histogram, vectorscope, custom 1D/3D LUTs, Metal-shader processing and Apple Pencil support. Rated 4.7★ across 81 ratings globally. [App Store](#)

Wordfinity — Multiplayer strategic word-building game built fully in SwiftUI with a Firebase backend for realtime events. [App Store](#)

EDUCATION

BSc (Hons) Combined Studies — University of Worcester · 2009 – 2012

Royal Grammar School Worcester — A-Levels (Maths, Physics) and 10 GCSEs including A* in Mathematics & DT Systems Control · 1996 – 2003