

# Toby Cox

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Mobile product engineer. Highly skilled in both rapidly building early stage apps, and launching and scaling apps for large brands. Developed iOS apps for brands such as Jaguar Land Rover, DreamWorks Animation, Kraft Foods and CNN/Time.

## Previous Experience

### Mobile Technologist (Contract)

November 2015 - March 2016

*Rainmaking Innovation / Jaguar Land Rover*

Member of team of small team building a short-term car insurance iOS app.

- Built using React Native, with some custom native components.
- Complete implementation of APIs in Ruby on Rails — including payments and integrations with underwriter.

### Lead iOS Developer (Contract)

July 2015 - October 2015

*Studio Lovelock*

Solely responsible for development of iOS app for prominent UK chef, Nigel Slater.

- Written from scratch in Swift 1.2 with Core Data.
- Development of Rails CMS for content updates deployed on AWS.
- Delivered app and CMS within three month timeframe.

### iOS Developer / VP of Engineering

2010 - April 2015

*Carnival Mobile*

First employee at Google Ventures funded startup. Initially a mobile app development company for large brands. Evolved in to a product company building a platform for delivering rich content and push notifications in to apps.

- Grew the engineering team to ten people, split between two offices. Responsible for hiring, mentoring and performance reviews for team. Conducted weekly one-on-ones with individuals.
- Introduced Agile processes. Ran two week sprints with daily standups, retrospectives and team sprint planning.
- Implemented TDD, code review, continuous integration and automated deployments. Increased frequency of releases to daily, while decreasing number of issues with features.

Client projects included (more available upon request):

#### **Ptch – DreamWorks**

<http://techcrunch.com/2013/12/03/yahoo-acquires-team-behind-dreamworks-animation-incubated-mobile-video-app-ptch/>  
Video editing and sharing social network iPad app. Developer and project manager.

#### **The New Zealand Herald**

<https://itunes.apple.com/nz/app/the-new-zealand-herald/id383004440?mt=8>

Built initial iPad and iPhone apps for New Zealand's largest newspaper.

#### **1D Degree VIP – Nabisco**

<https://itunes.apple.com/us/app/1d-degree/id632616290?mt=8>

iPhone app for boy band One Direction's USA tour. Video content, photo booth, advanced use of push notifications.

## **.NET Software Engineer**

2009 - 2010

*Currency Online*

- Developing trading and back office platform for large UK/NZ Forex company.
- Launched new version of platform as member of team using strictly Agile process.

## **Ruby/PHP Web Developer**

2008 - 2009

*Leftclick Ltd*

- Migrating eCommerce websites to Drupal.
- Used Scrum process, gathered user stories from clients.

## **Education**

BSc. Computer Science with First Class Honours, Canterbury University, New Zealand - 2007

President, CompSoc (Computer Science Society) – 2005 - 2007

Student Representative, New Zealand Computer Society (NZCS) – 2007

President, ACM Canterbury Chapter – 2006 - 2007

## **Personal Projects**

### **Chartboom**

Web App

[chartboom.com](http://chartboom.com)

- Ruby on Rails metrics platform.
- Front-end charts built with React and D3

### **Betup**

iOS App

[betupapp.com](http://betupapp.com)

- Designed and developed iOS app (Objective-C).
- Server side logic implemented in Javascript using Parse.