

# Matt Braun

## Sr. iOS & Web Developer and Designer

---

### Synopsis

---

#### Matt Braun

[matt@magnatemobile.com](mailto:matt@magnatemobile.com)

---

A highly-regarded hybrid interaction designer and web & native mobile app developer with more than ten years professional experience. I have worked with clients ranging from very large corporations to small startups. Known for App Store-featured tvOS/iOS apps *SketchParty TV*, *Waypoint EDU*, *MASH*, and *Truth Truth Lie* for iMessage. Highly skilled in a range of languages including Swift, Objective-C, JavaScript, and PHP, along with more esoteric languages like Haxe. Deep knowledge of both native iOS and web standards-based software development.

My aim is to be effective and helpful, putting my experience with product design and software development to best use, while continually improving my skill set, learning from and providing mentorship to others.

---

### Experience

---

#### Magnate Interactive Ltd / Owner, Creative Director

JANUARY 2005 - PRESENT, TOLEDO, OH

Design, build, and market web apps & native mobile apps, many having been featured by Apple, such as:

- [SketchParty TV](#), a fun iPad and Apple TV drawing game. Shown on-stage during WWDC Keynote. Native, Objective-C, some Swift; iOS and tvOS companion apps; uses CoreGraphics, CoreData, CoreAnimation, socket networking.
- [Waypoint EDU](#), an Augmented Reality educational geocaching game for classrooms, featured by Apple on the App Store, on Apple.com, and included in an Apple keynote event. ARKit, MapKit, CoreGraphics, CoreData, custom data serialization and transfer.
- [MASH](#), a best-selling iPhone/iPad game for kids, chosen as an App Store Essential. Native, Objective-C. CocoaPods for dependency management.
- [Truth Truth Lie](#), an iMessage app featured at launch of iOS 10. Native, Swift 3; uses AVFoundation, Messages, StoreKit. Implemented core features fast using a TDD approach.

#### Hanson Inc / Sr. Mobile Engineer, iOS (Contractor)

JANUARY 2017 - FEBRUARY 2020, TOLEDO, OH

Played an integral role in developing a number of projects for a digital agency, including a very large-scale news app, a multinational and multilingual sales tool, and several Augmented Reality home products visualization apps. Performed a leadership and mentoring role with a number of junior developers over the course of the various projects.

Assisted with sprint planning, and periodically handled responsibilities of the Mobile Engineering Director as workload/capacity demanded.

### **Eventmojis / Co-founder**

MAY 2019 - PRESENT, SAN FRANCISCO BAY AREA, CA

Co-developed an integrated attendee experience for a major tech company conference. The system combined a number of technologies including Raspberry Pi-based BLE proximity detection, a React web application, a native iOS kiosk app, and a fast, on-demand sticker printing system.

### **Pixel Worship / Sr. Mobile Engineer, iOS**

DECEMBER 2018 - PRESENT, SAN FRANCISCO, CA

Assisted in developing apps and attendee experiences for several conferences for a FORTUNE 100 tech company, including an event which had approximately 70,000 attendees.

### **Universal Mind / Sr. Consultant, iOS and Web Development**

MARCH 2014 - OCTOBER 2016, DENVER, CO

Worked on long-term web and iOS development projects as part of medium and large teams using agile methodologies (including SAFe/ scaled agile framework certification). Had a role in directing and implementing front-end engineering for both integral components and for broader systems. Worked with clients in industries as diverse as genetics research and consumer retail.

- Genetics project: Suite of iOS and web apps. Web apps written in React and Backbone. iPad app written in Objective-C; majority native, with minimal amount of Mustache templated web views.
- Consumer retail project: Complex app with many moving parts and technologies, including CoreLocation and barcode scanning. Native iOS app, originally Objective-C. All new code written in Swift. Performed new feature implementation in and maintenance of a very large, unit tested codebase.

### **metphor.com / Project Lead**

MAY 2008 - MARCH 2009, TOLEDO, OH

Led design and development of a web-based collaborative knowledge mapping tool for the enterprise. Built rapid prototypes and created initial design direction, working with a small team of specialists in illustration, design, engineering, and business analysis.

### **Hanson Inc. / Sr. Interactive Designer**

JUNE 2005 - MAY 2008, TOLEDO, OH

Facilitated architecture, design, and development of marketing solutions ranging from kitchen visualization web apps and designer microsites to large-scale product websites and creative direction for video pieces. Worked to become one of the most knowledgeable persons about Flash animation and hybrid web applications in the company.

---

## ToledoMenu.com / Owner, Creative Director

MARCH 2004 - MARCH 2016, TOLEDO, OH

Conceived of and designed/built local restaurant listing and review site. Acted as creative director, lead developer, and writer, along with coordinating a number of restaurant reviews with freelance writers. The website is still up and running, but is no longer actively developed.

---

---

## Education

### University of Toledo / Computer Science Engineering

TOLEDO, OH

Pursued studies in computer science engineering; ultimately opted to self-teach and pursue a design and development career.

### Toledo Christian High School /

TOLEDO, OH

Member of varsity soccer team, chess team, German club.

---

---

## Awards & Notable Works

Designs featured in The Web Designer's Idea Book Vol. 2. Personal apps featured on international sites like CNET, Fast Company, and many more. Apple-featured apps including **Waypoint EDU** (App Store App of the Day, Discover Art in AR, AR Apps We Love, Get Schooled With ClassKit, Apple Apple Special Event, March 2018, and more), **SketchParty TV** (Greatest Party Games, WWDC keynote mention), **MASH** (App Store Essential), and **Truth Truth Lie** (iMessage Games We Love). Have given talks on app development in public and academic settings and taught overview level iOS development classes in corporate settings.