

Guimel Moreno

Senior Mobile Engineer | AI Product Engineer

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PROFESSIONAL SUMMARY

Senior Mobile Engineer with 10+ years of experience building and shipping production applications across digital banking, fintech, retail, automotive, mobility, and fitness. Specialized in native iOS development with Swift, SwiftUI, UIKit, Objective-C, Combine, Model-View-ViewModel (MVVM), and VIPER, with current production experience in Flutter, Dart, Riverpod, and Feature-First Clean Architecture. Led products from MVP to App Store launch, coordinated internal and consulting teams, and executed stabilization programs that reached 98.5%-99.3% application stability.

TECHNICAL SKILLS

Languages: Swift, Dart, Objective-C; basic Kotlin and SQL

Apple Development: SwiftUI, UIKit, Combine, SwiftData, WidgetKit, App Intents, CloudKit, Apple Health, AirPlay, In-App Purchase, push notifications, deep links

Mobile: Native iOS, Flutter, cross-platform development, multi-device applications, App Store delivery

Frameworks & Architecture: Riverpod, GoRouter, Dio, fpdart, MVVM, VIPER, Clean Architecture, Feature-First architecture, design systems

Backend & Data: REST APIs, GraphQL, Firebase, Incode biometric identity verification and OCR, Twilio, SwiftData, PostgreSQL, local persistence

Quality & Observability: Crashlytics, Glassbox, Analytics, code reviews, regression testing coordination, application stabilization, technical debt reduction

DevOps & Delivery: Git, GitFlow, Swift Package Manager (SPM), CocoaPods, Docker, Railway, App Store Connect, release processes

Methodologies: Scrum, LEAN, Spec-Driven Development, cross-functional product development, technical leadership

PROFESSIONAL EXPERIENCE

Cross-Platform Developer - Flutter

El Puerto de Liverpool | Mexico (Retail) | September 2025 - August 2026

- Developed key components for a large-scale production retail platform in Flutter, serving a live operational module.
- Implemented Feature-First Clean Architecture with explicit UI-to-data flow and clear separation of responsibilities across layers.
- Built application flows with Riverpod, GoRouter, Dio, fpdart-based functional error handling, and local storage for intermittent connectivity.
- Delivered reusable UI components based on the corporate design system across multiple features.

Digital Platform Subdirector

bineo | Mexico (Digital Banking) | December 2023 - March 2025

- Led a broad iOS refactor and supervised corrective work that increased application stability to **98.5%**.
- Established shared technical criteria and conducted code reviews within a three-person mobile core team working with 6+ external consultants.
- Led the iOS integration of Incode biometric identity verification and reviewed Android implementation to align cross-platform user flows.
- Supported migration from the native mobile application to Flutter, focusing on functional parity with the existing iOS product.
- Prioritized production fixes using Crashlytics and Glassbox evidence from blocked critical user journeys.
- Coordinated changes and incident resolution with Product, Data, Marketing, Risk, and Infrastructure stakeholders.

iOS Developer

Fintonic | Remote (Fintech) | January 2023 - December 2023

- Developed modules and improvements for the loan journey of an established financial application while preserving stability in a mature codebase.
- Modernized MVVM architecture by introducing SwiftUI for new screens while maintaining interoperability with legacy Objective-C modules.
- Updated the application design system and integrated Incode document scanning and validation into customer onboarding.
- Reduced technical debt by removing deprecated code and obsolete dependencies, with measurable performance and build-time improvements.
- Coordinated regression testing before releases to maintain compatibility with current iOS versions and devices.

Senior iOS Developer

Kavak | Mexico (Automotive Marketplace) | October 2021 - November 2022

- Executed a bug-reduction program that raised application stability to **99.3%** by prioritizing the highest-impact crashes.
- Integrated new modules using MVVM and Combine with clear separation between presentation and data layers.
- Refactored the Fines and Garage sections from legacy code into a maintainable and testable architecture.
- Improved key buying and selling screens for the Super App initiative in a fast-paced, multi-squad product environment.

iOS Developer Lead

Siclo | Mexico (Fitness, Streaming, and Subscriptions) | June 2019 - October 2021

- Defined the VIPER architecture in Swift 5 and led iOS delivery of Siclo+ from planning through production.
- Built the MVP in three months, completed subscription integration and testing, and launched the application in February 2020.
- Delivered later versions with a redesigned UI, new functionality, and physical studio reservations integrated into the streaming application.
- Migrated the Siclo application from Swift 2 to Swift 5 while optimizing performance and redesigning the user interface.
- Integrated video streaming, In-App Purchase, AirPlay, Apple Health, push notifications, and analytics.
- Coordinated UI/UX, backend, and Android contributors and communicated progress, risks, and technical decisions to business leaders.

iOS Developer

Singular | Mexico (Software Consulting) | August 2016 - June 2019

- Owned iOS development of Grupo Modelo's delivery application from project initiation through client releases.
- Built the end-to-end e-commerce flow, including catalog, cart, checkout, and order tracking.
- Delivered under Scrum and LEAN through sprint releases and recurring client demonstrations.
- Contributed to modernization and technical debt reduction for BBVA Seguros and analytics event planning for Profuturo's mobile application.

SELECTED PROJECTS

ThanoX - Native Productivity Application

Personal Project | Swift 6, SwiftUI, SwiftData, WidgetKit, App Intents, CloudKit | Current

- Designed and built a native application for Mac, iPad, and iPhone using feature-based MVVM, device-specific coordinators, and shared services.
- Implemented versioned SwiftData schemas, idempotent data repairs, optional CloudKit sync, accessibility support, and a layered design system.

Yama - Appointment Scheduling Product

AI Product Engineer | Personal Venture | React, Next.js, Django, PostgreSQL, Docker, Railway, Twilio | March 2026 - Present

- Serve as AI Product Engineer, owning product definition and end-to-end engineering for a live pilot used by four physiotherapists.
- Built the frontend and backend, automated WhatsApp confirmations and cancellations with Twilio, and deployed with Docker on Railway.

EDUCATION

B.S. equivalent, Computer Systems Engineering | Universidad Politecnica de Tulancingo | 2006 - 2010

CERTIFICATIONS

Scrum Master Certified - CertiProf, 2022 | Scrum Product Owner Certified - CertiProf, 2022

LANGUAGES

Spanish - Native | English - Technical proficiency in reading and documentation