

Mohamed Shaban Obaya

Senior iOS Engineer | AWS & AI-Assisted Development

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PROFESSIONAL SUMMARY

Senior iOS Engineer with 8+ years of experience building and scaling production apps across automotive, fintech, and IoT domains. Specialized in large-scale legacy modernization, CI/CD automation, and end-to-end architecture decisions. Currently driving development on the BMW Motorrad Connected App — a globally distributed navigation and connectivity platform used by hundreds of thousands of riders worldwide. Complements deep iOS expertise with hands-on AWS backend experience and practical AI development skills, including building local AI agents integrated with Xcode and iOS applications.

WORK EXPERIENCE

Senior iOS Engineer @ [Pixida GmbH](#)

Jan 2022 – Present

BMW Motorrad Connected App — globally distributed navigation & connectivity platform (App Store)

- Delivered new features and critical bug fixes for the BMW Motorrad Connected App, raising unit test coverage to 85% as part of a long-term quality initiative.
- Led migration of a substantial legacy codebase from Objective-C to Swift — migrating 90% of the codebase — reducing technical debt and enabling faster feature development across the team.
- Built and maintained CI/CD pipelines (Jenkins, GitHub Actions), eliminating long-standing integration failures and improving release reliability across the team.
- Contributed to app settings architecture, implementing user-facing configuration flows integrated with the app's connectivity and navigation features.
- Collaborated directly with Product Owners in sprint planning — providing technical estimates, identifying blockers early, and proposing architecture solutions.
- Mentored and onboarded new iOS engineers, driving consistent code quality standards through structured guidance and code reviews.
- Instrumented analytics events across key user flows, enabling data-driven decisions on feature performance and user behaviour.
- Embedded with the AWS backend team to gain end-to-end system understanding — improving collaboration on API design, cloud infrastructure, and accelerating debugging of client-server issues.

Senior iOS Engineer @ [Pixida GmbH](#)

Sep 2021 – Dec 2021

SafetyTag iOS SDK — IoT Bluetooth driving analytics platform

- Developed new SDK features and resolved bugs for the SafetyTag Bluetooth IoT platform, enabling real-time driving data analysis between hardware devices and the iOS app.
- Designed and implemented full CI/CD automation using Fastlane and GitLab CI, including App Store integration, certificate management, and provisioning profiles — streamlining releases across the team.
- Conducted code reviews to maintain SDK quality and consistency.

iOS Engineer @ [Trufla Technology](#)

Feb 2018 – Aug 2021

Trumobile — White-label insurance app platform for the Canadian market

- Implemented features and resolved bugs across multiple white-labeled insurance apps, each deployed individually to the App Store.
- Established CI/CD pipelines using Fastlane to automate build and deployment workflows, reducing release cycle time.
- Passed third-party penetration testing for all Trumobile apps, ensuring compliance with financial-sector security requirements.
- Managed 50+ App Store deployments (new apps and major updates) with zero critical release failures.
- Wrote unit tests and maintained high code coverage, contributing to a TDD-friendly codebase.
- Collaborated with UI/UX designers to deliver pixel-accurate, iOS-native user experiences.

Released apps include: [Drayden Connect](#), [Cornerstone Connect](#), [MyHLHamilton](#)

AI DEVELOPMENT & PYTHON

- Set up and configured local AI environments using Ollama, integrating open-source LLMs directly with Xcode to enhance development workflows such as code generation and review — without relying on third-party cloud APIs.
- Proficient in Python for scripting, automation, and tooling — applied across development workflows and AI environment configuration.

TECHNICAL SKILLS

Languages: Swift (expert), Objective-C, Python — including modern Swift concurrency (async/await)

Frameworks & Libraries: RxSwift, RxCocoa, Moya, Alamofire (REST/JSON APIs), MapKit, CoreData, Realm, Keychain

Architecture & Patterns: MVVM, VIPER, MVC, MVP, Dependency Injection, Repository Pattern, Protocol-Oriented Programming

Cloud & Backend: AWS (hands-on: Lambda, API Gateway, S3, CloudWatch) — embedded with backend team on production systems

CI/CD & Tooling: Fastlane, Jenkins, GitHub Actions, GitLab CI, Xcode Cloud, SPM, CocoaPods, Git

UI Development: SwiftUI, UIKit, Combine, Auto Layout (programmatic + Interface Builder)

Testing: XCTest, TDD, Unit Testing, UI Testing

AI Tools: Local AI agent development (Python), GitHub Copilot, ChatGPT — with full ownership of architecture and code quality

Methodologies: Agile, Scrum, Kanban, Jira

EDUCATION

B.Sc. Computer Science — Mansoura University

2012 – 2016

Graduated with Honours (Very Good)

LANGUAGES

Arabic (Native) **English** (Professional) **German** (B1, actively improving toward B2)