Tuncer Şahinci

iOS Developer • Swift / SwiftUI • Subscription Apps • ex-Apple

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Summary

iOS developer, **one of two mobile developers** on a subscription sports app with **~15,000 subscribers and ~20,000 monthly active users**. Owns the release train end to end — 500+ App Store releases — and built the surfaces the business runs on: the onboarding flow, the remotely configurable paywall, and the two features behind its subscription growth. Four years of it delivered **remotely, in English, for a Dubai-based company**. Four years at Apple before that, promoted twice in 14 months to Mac+ Senior Technical Advisor and twice awarded for it. Works from Türkiye (UTC+3), invoicing through a registered Turkish company.

Experience

Mobile Application Developer, Waterspeed – Dubai, UAE — remote contract from Türkiye May 2022 – present

- Ship and maintain the iOS and watchOS apps for a GPS water-sports platform — **~15,000 subscribers, ~20,000 monthly active users, 45,000 downloads in the last year** — as one of two mobile developers, working entirely in English.
- Built the revenue surfaces end to end: the **onboarding flow**, a **remotely configurable paywall system**, and the *Challenges* and *Explore+* features — the work that moves trial-to-paid conversion and retention on a subscription app.
- **Own the release train.** 500+ App Store releases through a Fastlane CI/CD pipeline, TestFlight and App Store Connect, including production on-call.
- Wrote **WSMath**, the internal Swift package computing GPS speed for water sports (alpha speed, foiling), with full unit-test coverage.
- Built the challenge and leaderboard system — activity validation logic plus Firebase Cloud Functions for automated monthly statistics.
- Own the third-party integration layer the business depends on: **Adapty** (subscriptions), **AppsFlyer** (attribution), Firebase, Garmin, Strava and GPS-Speedsurfing.
- Rebuilt **three of the app's five main tabs on Android** (Kotlin, Jetpack Compose) — redesigned and reimplemented, shipped to production.

Mac+ Senior Technical Advisor, Apple Inc. – Türkiye Jan 2017 – May 2021

- **Promoted twice in 14 months** — iOS Technical Advisor (Jan 2017) to Mac+ Technical Advisor (May 2017) to iOS Senior Technical Advisor (Aug 2017) to **Mac+ Senior Technical Advisor** (Mar 2018), the senior escalation tier, held for three years.
- Diagnosed unresolved macOS and iOS faults and wrote up the cases that escalated to Apple's software engineering teams.
- **Trained and mentored 20+ advisors.**
- **AppleCare Excellence Award ×2** (Aug 2018, Feb 2021) — Apple's recognition for top performers.

Self-directed study — iOS development, Career transition – Türkiye May 2021 – May 2022

- Left Apple to move from supporting Apple platforms to building on them. Twelve months of full-time self-teaching in Swift and iOS, ending in the Waterspeed role.

Skills

iOS: Swift, SwiftUI, UIKit, watchOS, Combine, MVVM, Swift Package Manager, XCTest

Ship & release: Fastlane, CI/CD, TestFlight, App Store Connect, App Store review, production on-call

Product & growth: Adapty subscriptions, remote paywall configuration, onboarding funnels, AppsFlyer attribution, StoreKit

Android: Kotlin, Jetpack Compose — three production app tabs redesigned and reimplemented

Data & tooling: Firebase (Firestore, Realtime Database, Cloud Functions), REST APIs, Garmin/Strava SDKs, Python, Git

Languages: English — full professional proficiency, eight years of daily use at Apple and Waterspeed. Turkish — native.

Education

İstanbul University, BA in Political Science and International Relations 2010 – 2014