

Lionel Seidman

Current Position	iOS Developer at Hearst
Email	lionelseidman1@gmail.com
Website	lionelseidman.com
Education	Carnegie Mellon University, 2012 BS in Information Systems, minor in Engineering Studies
	Stuyvesant High School, 2008
Languages	Swift, Objective-C , Metal Shader Language, HTML, CSS, JavaScript, Git, Unix
Frameworks	UIKit, Foundation, Metal, Core Graphics, Core Animation, WebKit, MapKit
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iOS Developer at Hearst

October 2012 – Present

- I am working to develop magazine and newsfeed apps for Hearst's well-known brands; including Popular Mechanics, Car and Driver, Cosmopolitan, Marie Claire, Harper's Bazaar, and many others.
- I am helping to improve the user experience of these apps through performance optimizations, crash prevention, better image rendering techniques, and more graceful degradation on slow devices and internet connections.
- I developed a way for magazine issues to be downloaded progressively, instead of as one large file, which allows users to begin reading issues almost immediately after purchasing them.
- I have helped to improve UI responsiveness with better usage of multithreading.
- I am helping to ensure a consistent, high quality experience across all screen sizes and device types.

iOS Skyscraper Simulation Game

March 2014 – Present

- This is a side project I've been working on which allows users to design and construct their own skyscrapers in a large 3-dimensional city.
- Users get to serve as the architect, engineer, and real estate developer all at the same time.
- The game is designed to offer a lot of flexibility in the building design process, while having a very smooth and simple UI, which is explained using a tutorial.
- The game restricts you from constructing buildings that are not structurally sound, or that sway too much in the wind.
- The game uses the Metal API for graphics rendering and compute shaders.
- *If you'd like a TestFlight invite for this game please don't hesitate to contact me.*

Software Engineer at Gerson Lehrman Group

July 2012 – October 2012

- Worked as part of a 19-person team to develop HighTable.com, an online community designed to help business leaders and industry experts meet each other.
- Assisted in the creation of new site features, and helped transition the site from .NET to Ruby on Rails.
- Helped to create and test new product prototypes.
- Worked on the development of a custom mobile messaging application intended to improve communication between HighTable representatives and our clients.

Zephyr App – Mobile data collection for schools with autistic students

Summer 2012

- Participated in a research project at Carnegie Mellon examining the effectiveness of using iPad applications to collect and share data at schools for autistic students.
- Worked as the only iOS developer on a team of 7 people.
- Visited schools and interviewed teachers to get a better understanding of their needs.
- Designed and built an iPad application that allows users to record notes, photos, and numerical data for an unlimited number of students.
- The app is very customizable, letting you record many types of data in very flexible ways. It also allows users to easily graph this data, and email it to others.
- The app uses iCloud to allow data to be easily shared between devices using the same Apple ID.

iOS Developer at AD:60

Summer 2011

- I helped to create and modify several apps; including Songza for iPhone, Carleton U, and a custom iPad app used in the Alexander Wang flagship store in New York.
- I built applications that use a web server to update their content, allowing data to be easily changed without the need for an app update.
- Some key areas of focus included: interfacing with API's using JSON, integrating share functionality, Core Animation, UITableViews, CATiledLayers, creating a custom photo viewer, creating a custom implementation of Coverflow, Core Graphics, Time Profiler, Zombies, and the diagnosing of memory leaks and performance issues.
- Songza, which I helped work on during its early stages, went on to become a very successful and highly rated app. It was eventually bought by Google, and was later shut down.