

# Attila Haluska

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Walnut Creek, CA • (415) 813-0662 • attila.haluska@gmail.com

## CAREER PROFILE

Mobile Engineering Leader with 10 years of iOS, 7 years of Android experience creating software architecture for smart devices, managing projects, and leading engineering teams, conducting technical interviews and evaluations. Experience in banking, financial services, e-commerce, multimedia applications, games, and social media sites including well-established firms and start-up organizations.

Core competencies include Architecture & Documentation, Rock Solid Coding Skills, Building & Leading Engineering Teams, Project Management, Coaching & Mentoring Talent, Negotiation, Communication & Presentation.

## SPECIALTIES

- Creating flexible and scalable software architectures for applications. Integrating third-party services.
- Coaching and mentoring highly coveted software developer talent, building high-performing teams.
- Delivering complex technical projects in high-quality, on time and budget.

## PROFESSIONAL EXPERIENCE

**DOORDASH** San Francisco, CA 2018-Present  
San Francisco-based market leader technology company building intelligent, last-mile delivery technology.

### Software Architect

- Building a mobile ecosystem that integrates DoorDash's three customers: the consumers, merchants, and drivers. Building new features and continuously improving the code base.
- Architecting and building systems/frameworks for strategically significant initiatives across engineering teams.
- Owning the team's tech stack, research and resolve related technical problems. Leading the diagnosis and resolutions of widespread app/site issues.
- Translating business requirements into executable technical design and roadmap. Prototyping solutions for proof of concepts. Providing foresight for future improvements.
- Designing and implementing technical solutions, including integration with partners. Collaborating with product teams to define integration platform requirements and roadmap. Providing cross-functional leadership.
- Conducting technical interviews and helping identify and implement areas of improvement of the process. Coaching and mentoring team members, sharing best practices and industry benchmarks.

**FREELANCE** 2016-2018

### Software Architect

Working on different applications in accordance with clients' expectations. Guiding business decisions by providing technical expertise. Reconciling resources with specifications. Clients include VIVA, Volkswagen.

**EPAM SYSTEMS** (NYSE: EPAM) Budapest, HU - London, UK - San Francisco, CA 2010-2016

Leading global product development, digital platform engineering, and top digital and product design agency. 2010-2016 worked in different positions with increasing scope of responsibilities.

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## **Mobile Solution Architect - SEPHORA**

2012-2016

- Lead multiple successful mobile product launches and 100s of features, including Sephora's 5 star iPhone App, Beacon In-Store Messaging Experience, The Beauty Board, and Apple Pay in-app.
- Created software architecture for award winning shopping application resulting significant revenue growth.
- Provided thought leadership on the overall goals of the team and programs. Established architecture best practices for the in-store digital team.
- Managed teams with 1-8 developers and 1-6 QA engineers. Coordinated communication between offshore and onsite development teams. Liaised with the customer, and business stakeholders.

## **Lead Software Engineer - THE COCA-COLA COMPANY**

2010-2012

Created and launched a multimedia application to promote 2012 UEFA European Football Championship.

- Conducted technical analysis, created architecture & documentation.
- Lead the developer team and participated in the development process.
- Collaborated with the project manager and business analyst to clarify requirements.

## **Lead Software Engineer - NEWS INTERNATIONAL**

2010-

2010

Designed and created a subscription-based magazine & newspaper application for iPhone and iPad.

- Designed and implemented heavily multi-threaded data transformation core of the application.
- UI and animations. XML / XSLT transformations.
- Troubleshooting, bug fixing, performance tuning.

## **WESTLINE WEBWORKS Budapest, HU**

2009-2010

Westline Webworks Ltd develops global internet, TV, and mobile services and products.

### **Lead Software Engineer**

Designed and developed the company's own social networking system.

- Designed system architecture.
- Lead a team of 4 developers, coordinated the implementation of the system.

## **HSH BROKER Budapest, HU**

2008-2009

Hungarian mortgage broker company.

### **Software Engineer / Project Lead - contract**

- Designed, implemented, tested and maintained the customer's own SFA/CRM system.

## **EXTREME DIGITAL Budapest, HU**

2006-2008

High volume webshop selling electronics, computer, and photo products in multiple countries.

### **Lead Software Engineer**

- Developed and maintained a multi-award winning, high availability, high scalability webshop.

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## EDUCATION

COLLEGE OF NYIREGYHAZA, Nyiregyhaza, Hungary, 2001

Bs., Mathematics and Information Science (US equivalent: MS in Software Engineering)