

Joe Fabisevich

Software Engineer & iOS Developer

New York City, NY (Remote Friendly)

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Profile

Seasoned iOS developer and product designer with 15+ years of experience at startups, major companies, and everything in between. Expert in software development, technical writing, developer relations, and teaching technical courses — focused on software engineering, AI, and product design. Currently an indie developer building [Plinky](#), while remaining open to freelance technical opportunities.

Currently

Red Panda Club Inc (April 2022 – Present)

Founder, Developer, Designer, & Everything Else: Making Plinky.

Experience

Twitter | twitter.com

Apr 2021 - Apr 2022 | Communities Health Tech Lead

May 2018 - Apr 2021 | Senior Software Engineer (Societal Health)

- **Team Leadership:** Helped found the iOS Health Client and Communities Health teams to work cross-functionally on improving the platform's impact on society and civic integrity. The engineering team worked to build and deliver product-facing features that focused on reducing misinformation, disinformation, abuse, and harassment on Twitter.
- **Impactful Feature Development:** Over my time on the Societal Health team, I helped design and build Twitter's "[public interest interstitials](#)", "[contextual tweet labels](#)", "[election candidate and government office badges](#)", and "[speed bumps](#)", to minimize the spread of harmful content. I also conducted deep architectural work with teams across the organization, migrating Objective-C to Swift, establishing frameworks, creating build tools, and improving development processes at scale.
- **Mentorship & Teaching:** Developed and delivered various internal courses that taught Swift, SwiftUI, Figma, and Health Thinking to create more self-sufficient and well-rounded engineering teams.

Teachable (Contract) | teachable.com

Oct 2016 - Mar 2018 | Lead iOS developer

- Collaborated with Teachable's product design and business development teams to create a mobile strategy, bringing their web platform to iOS for students.
- The result was a native iOS app featuring quizzes, video playback, file viewing, and offline support — bringing their customers to mobile with a 4.9-star App Store rating and a 99.97% crash-free experience.

Tia (Contract) | asktia.com

Oct 2016 - Mar 2017 | Mobile engineering tech lead

- Led end-to-end development of Tia's iOS app from concept sketches to production, enabling on-demand reproductive health advice.
- Architected a dynamic CMS-driven app experience with algorithmic recommendations for personalized birth control tracking.

Timehop | timehop.com

Dec 2015 - Oct 2016 | Lead iOS developer

- Supported Timehop 3.3-3.5, serving tens of millions of users with 99.94% crash-free usage.
- Led a rewrite of the app, moving from Objective-C and Reactive Cocoa to Swift, while creating a modular architecture to make the transition gradual.

Bitly (Contract) | bit.ly

Aug 2014 - Jul 2015 | Lead iOS developer

- Rewrote Bitly's iOS app in Swift and integrated a share extension to enable seamless URL shortening from any other app.
- Developed an SDK to support Facebook's AppLinks for dynamic app linking and cross-platform attribution.

New York Public Library Labs (Contract) | nypl.org/simplye

Feb 2014 - Jun 2014 | Product Engineer/Product Designer

- Led initial round of design and prototype development for the SimplyE digital reader app.
- Created the foundational architecture that would help the NYPL open source and white label their product for other libraries across the country to use.

Betaworks | bit.ly/betaworks-dnd

May 2013 - Jan 2014 | Lead iOS developer

- Spearheaded the six-week rewrite and redesign of the Done Not Done app, significantly boosting user engagement.
- Collaborated on various internal projects, contributing to iOS development, Python server work, and rapid prototyping initiatives.

More work experience available upon request

Open Source

- **Boutique**: A simple, powerful, and widely-used persistence library that allows people to build fully offline real-time updating iOS and Mac apps, in three lines of code.
- **Recap**: A very customizable What's New screen to showcase your app's feature history, powered by markdown, and semantic versioning primitives.
- **Monarch**: A library that simplifies app evolution for any Swift or SwiftUI app by making error-prone migrations simple, correct, and reproducible.

Skills

- **Expertise**: Software development, product design, technical writing, developer relations, AI workflows, mentorship, and teaching
- **Programming**: Swift, Objective-C, HTML/CSS/JS, and Python in a pinch
- **Technologies**: SwiftUI, Figma, Framer, AWS, OpenAI/Anthropic API, various AI tools

Education

Bachelor of Science in Computer Science *SUNY Stony Brook, 2012*