

## Contact

San Francisco

<http://linkedin.com/in/dlmacchia>

## Education

### Massachusetts Institute of Technology

1996

Masters of Engineering, Computer Science and Electrical Engineering

Bachelors of Science, Computer Science and Electrical Engineering

## Skills & Expertise

- iOS, macOS developer
- Experienced partner with Apple Developer Relations, App Review, and Engineering teams
- Successful collaborator with senior leaders across many disciplines
- User privacy and safety tools advocate
- Have developed organizational best practices facilitating growth of technical leads from diverse backgrounds
- Accessible mobile applications
- Internationalization
- Remote work advocate since 2005

## Interests

Guitar, alpine and backcountry skiing (trained in avalanche safety and wilderness first aid), road cycling and touring, hiking, tabletop games

# David LaMacchia

I am an iOS & macOS developer seeking a leadership IC position partnering with senior managers and technical leads. As an organizational iOS lead at Twitter, I promoted operational best practices, contributed to long-term technical strategy, and collaborated cross-functionally. I led iOS development on many of the company's most high profile features. I am an experienced engineering liaison and have worked closely with Apple on app review, prototypes of pre-release technologies, security, performance, marketing, communications, and legal. I am keenly interested in mentorship and growing technical leaders of all levels and backgrounds. I am a user privacy and safety advocate and have experience building related features. I have worked part of the year remotely since 2005 and have developed organizational improvements to facilitate remote work during the COVID-19 pandemic.

## Experience

### Twitter, Inc - San Francisco, CA

June 2013 - November 2022

#### Sr. Staff Software Engineer and Group Tech Lead

January 2021 - November 2022

- iOS Group Tech Lead for Twitter's consumer organization, partnering closely with both Web/Android leads and Twitter's senior leadership.
- Engineering liaison to Apple (2017-2022), leading monthly meetings and acting as general point of contact for Apple Developer Relations, facilitating issues daily. I collaborated with Twitter's Product and Release teams to coordinate app review and maintain a weekly release cadence. I led quarterly meetings with App Review focusing on platform safety.
- Planned and executed initiatives at organizational level, collaborating with senior management, consulting on mobile technical concerns.
- Served on promotion committee for four quarters.
- Performed due diligence for several acquisitions.
- Contributed to Tweet Edit. (ObjC, Swift)

#### Staff Software Engineer

April 2015 - January 2021

- iOS Tech Lead for the Tweets team, driving features including: 140->280 character expansion for Tweets, flexible Quote Tweet layout, election candidate labels, conversational threading, mute users, mute keywords, improved character counting for emoji, gender, skin tone modifiers, mute conversation, Tweet threading, multiple design refreshes, adaptation of iOS flexible UI to iPad, Mac.
- Co-founded Client Health team and Prototyping Shepherds.
- Co-author of Twitter for Mac based on Apple's Catalyst framework. Featured during the 2019 WWDC keynote.
- Led GDPR compliance work for Twitter for iOS's Settings.
- Worked remotely from France (2015) and the UK (2018-19), fostering international collaboration across timezones. Collaborated closely with the TweetDeck team in London to rewrite Twitter's TweetDeck for Mac client, resulting in higher app store ratings and >99.99% crash-free rate

#### Sr. Software Engineer

June 2013 - April 2015

Developed infrastructure and UI components for Twitter for iOS (ObjC)

## ● **Utah Street Labs - San Francisco, CA**

July 2011 - May 2013

### **Software Engineer**

Full stack developer on front-end Rails web application for the Copious online marketplace as well as backend services. Developer of Copious' iOS client app. (Ruby, ObjC, JavaScript)

## ● **Cloudmark, Inc. - San Francisco, CA**

May 2007 - June 2011

### **Principal Software Engineer**

Backend developer supporting Cloudmark's reputation-based anti-spam network. Authored anti-spam algorithms and devised the internationalization strategy for Cloudmark's filter engine. (Perl, C)

## ● **Symantec, Inc. - San Francisco, CA**

August 2003 - February 2007

### **Principal Software Engineer**

Developer of Symantec's Anti-spam Technology Group, researched new methods to classify and filter spam. Authored heuristics to train spam and legit corpora. Cross-platform developer for several flavors of UNIX and Windows. (C)

## ● **Critical Path, Inc. - San Francisco, CA**

September 1998 - August 2003

### **Software Engineer**

Developer of Symantec's Anti-spam Technology Group, researched new methods to classify and filter spam. Authored heuristics to train spam and legit corpora. Cross-platform developer for several flavors of UNIX and Windows. (C)

## ● **Oracle, Inc. - San Francisco, CA**

September 1996 - September 1998

### **Software Engineer**

Full-stack developer on Oracle Mobile Agents, a mobile middleware product. Contributed to the Windows client and backend services. (C, C++)