

Robert Nash

Senior iOS Engineer. Cardiff, UK, works remotely.

r.nash1@me.com · +44 7732 702 291 · [linkedin.com/in/robnash123](#) · [github.com/nashysolutions](#)

iOS engineer with 15 years shipping native apps at scale, from a retail platform turning over £100M a month to offline-first field software in a regulated safety domain. Works end to end across architecture, delivery, CI and release, with a track record of modernising large legacy codebases without stopping feature work.

Six recommendations on LinkedIn, including from Uptick's CTO and Head of Mobile.

TECHNICAL SKILLS

Languages	Swift, Objective-C
UI	SwiftUI, UIKit
Concurrency	Swift Concurrency (async/await), Combine, OperationQueue
Data	Core Data, offline-first sync and diffing
API	Schema-driven GraphQL-inspired clients, custom serialisation
Testing	XCTest, TDD
Delivery	CI/CD, Bitrise, modular SPM architecture, App Store Connect submission and release

EXPERIENCE

Senior iOS Developer, Plum June 2026 to present · London, remote

Plum is a UK smart-money app: automated saving rules, investing (ISAs and SIPPs) and budgeting, paired with an AI-powered financial guidance product. Contributing to development of the flagship iOS app.

Member of Technical Staff, Async Digital January 2026 to present · Remote

"Member of Technical Staff" rather than a founder title because the company is not the point. The practice is: can one engineer working with an artificial staff actually ship software that holds up, and where does it break down. Documenting both the parts that work and the parts that do not, to find out first-hand what AI changes about building software rather than what the marketing says it changes. Author of "Mastering the AI Coworker".

Senior iOS Developer, Uptick July 2024 to April 2026 · Remote

Uptick builds software for fire safety and compliance teams across Australia, the UK and the US. Led native iOS development across the full product lifecycle, from discovery and architecture through implementation, performance and release, including observing technicians in the field to understand end-user workflows directly.

- Owned a legacy Objective-C API integration built on a schema-driven, GraphQL-inspired design, mapping responses through a custom serializer into a mirrored Core Data model to support local edits, diffing and synchronised write-back, with licensing rules, permissions, feature flags and extensibility modules layered on top; the offline-first experience depended on getting that diffing and synchronisation correct.
- Led adoption of Swift 6 across the codebase, delivered two major features and a large refactoring exercise, introduced a CI pipeline covering build, test and release, and moved the codebase to a modular architecture for faster builds and parallel feature work.

- Delivered a full revamp of the Task Details screen with the team, aligning iOS with Android, surfacing critical information at a glance and introducing contextual banners for missing parts, required accreditations and access-detail mismatches, reducing on-site delays.

Principal iOS Developer, The Very Group

November 2021 to June 2024

The Very Group is a UK digital retailer running large-scale white-label e-commerce platforms for millions of customers across the UK and Ireland, under brands including Littlewoods. Worked across three white-label iOS apps responsible for over £100M in monthly revenue.

- Key contributor to a ground-up rebuild, modernising large UIKit and Objective-C codebases in Swift and SwiftUI to establish a scalable, testable foundation while backend systems addressed technical debt. Replaced web-view-heavy functionality with native SwiftUI, including rebuilding the core Home and Search experiences.
- Designed and built a reusable library for competing, interrupting UI flows (the "NASCAR problem"), using Combine and OperationQueue to declaratively serialise UI sequences with safe cancellation and re-queuing under interruptions such as deep links or connectivity loss, and presented that work internally as "Enqueued UI" at a Very Group Tech Talks session.
- Implemented a CI pipeline and rolled out a modular codebase for faster builds and scalable feature teams.
- Awarded The Very Group's internal DCX Certificate of Appreciation, 'Innovative' award, 2022.

Freelance, contract roles

2014 to 2021

Short and medium term contracts across consumer, healthcare, payments and media.

Maido, Lead iOS Developer. Sole engineer delivering the 'Help to Care' NHS app from scratch, scoped for three months and extended to five.

PayPoint, Lead iOS Developer. Designed and delivered PayPoint's first iOS payments SDK in Objective-C alongside the Android counterpart, open-sourced at github.com/pay360/mobilesdk-ios.

Duplia, Lead iOS Developer. Rebuilt the Tagstr social app from scratch, roughly 95% new code, the hardest problem being queued background upload of large files that kept the app usable during upload and resumed after interruption including battery failure.

Mkodo, Senior iOS Developer. Stability and code quality across a suite of gaming apps, expanding automated test coverage through TDD.

Cookpad, Senior iOS Developer. UI and feature refinement on a global recipe-sharing app.

EARLIER ROLES

PNI Digital Media, Senior iOS Developer, nearly three years. Native retail apps for clients including Costco, covering personalised photo products and print orders.

Intohand, Junior then Senior iOS Developer. Dozens of projects, sole developer on several, including Tribesports, where nine months of solo work produced an app that could restore full state after a battery failure so marathon runners could swap a battery mid-run and carry on.

Vistair, Junior iOS Developer, under a year. Docunet, an airline document delivery platform providing digital pilot manuals.

Cardiff Medical Apps Ltd, co-founder. Medical software built with a surgeon, from offices in the Cardiff Medicentre at the Heath Hospital, with an NHS commissioning client.

PUBLICATIONS, TALKS AND PRESS

"Mastering the AI Coworker: Principles for running an AI coworker in a one-person studio", published on Leanpub.

"Mastering SwiftUI NavigationPath", ISBN 978-1-0369-0772-3.

Talks on Navigation, Modularisation, and Protocol-Oriented Programming in Swift, published at youtube.com/@nashysolutions.

Featured in TechCrunch, 6 January 2014, for the Tribesports training app built at Intohand.

EDUCATION

University of Bristol, MRes Biochemistry, thesis defended	2007 to 2008
Cardiff University, BSc Biochemistry, Upper Second-Class Honours	2003 to 2006