Sasho **Jadrovski**

Senior iOS Engineer Skopje, North Macedonia · Remote

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Twelve years making iOS apps that feel right and stay easy to change, in Swift, SwiftUI and UIKit. Tech lead of a 15-engineer iOS team, then architect, on Widex's hearing-aid apps; then at BeReal.

Experience

Infinum
Mar 2025 – Present

Senior iOS Engineer (contract)

One of two iOS engineers on a business banking app (NDA), covering payments and cards. Built its digital onboarding flow in SwiftUI; opening an account used to need a branch visit.

The Clic App
Oct 2017 – Present

Lead iOS Engineer (freelance, part-time)

A social app for making friends, with matching, chat, events and subscriptions. Built it from the first commit in 2017 for its founder, when it was called Friendly. Still its only iOS developer nine years on, now moving it to SwiftUI and Swift Concurrency.

BeReal
Feb 2026 – Sep 2026

Senior iOS Engineer

One of a three-person squad behind Memories, Profile, Widgets and Recaps (about 40M monthly users), in a large, highly modular codebase.

- Cut the Memories grid's scroll hitches by about 30% and its startup hang by half.
- Traced about 20,000 crashes a week to a threading race in the data layer; the fix shipped and the crashes dropped.
- Built the two Memories widgets with the squad and began moving Recaps into its own modules.

Symphony.is
May 2025 – Nov 2025

Senior iOS Engineer

Built the iOS app for an on-device photo curation proof of concept in about three months, as the only mobile engineer. It finds duplicates, sorts travel photos into multiple categories and picks the ones worth keeping.

WS Audiology (Widex), via InScale
Dec 2017 – May 2025

iOS Product Architect — Sep 2023 – May 2025

iOS Tech Lead — Sep 2022 – Aug 2023

Senior iOS Engineer — Dec 2017 – Sep 2022

Seven and a half years on Widex's hearing-aid apps for iPhone and Apple Watch. Technical lead of the iOS team as it grew to 15 engineers in five teams across Denmark, Germany, India and North Macedonia.

- Led Widex Allure, the redesigned app for a new generation of hearing aids, from its start to release, in SwiftUI.
- Led Allure's migration to feature modules, so teams could work in parallel and the next app could reuse them.
- Worked on Widex Moment, a CES 2023 honoree, from the start and introduced SwiftUI to it in 2019.
- Redesigned Moment's iPhone–Apple Watch messaging as a generic layer, later reused across apps as a shared package.
- As tech lead, set code standards, mentored engineers and turned product requirements into buildable work.
- As architect, handled cross-team communication with product owners, hardware, DevOps and other app teams.
- Built the hiring process with the chapter lead, and onboarded another team onto four of the apps.

Povio
Oct 2015 – Apr 2024

iOS Engineer (contract, part-time)

On and off for over eight years, brought in when a team needed an extra experienced engineer. Solved the hard part of Autobiographer, splitting long text into swipeable pages the way Apple Books does.

WillowTree

Jun 2020 – Dec 2023

Platform iOS Engineer (contract, part-time)

Three and a half years on the Live Oak team, looking after long-running apps for Virginia Lottery, Wyndham Rewards, Lidl, ClubCorp, Donatos and Potbelly. Built two-factor login for Virginia Lottery and integrated digital room keys for Wyndham Rewards.

Insight Timer

Sep 2020 – Oct 2020

iOS Engineer (contract, part-time)

Hired directly to build the Home Screen widgets and the App Clip for a meditation app with over 30 million users, just as iOS 14 introduced both. The widgets shipped in the iOS 14 launch window and are still in the app.

3P Development

Mar 2014 – Dec 2017

Experienced iOS Engineer — Oct 2015 – Dec 2017

Junior iOS Engineer — Nov 2014 – Oct 2015

iOS Intern — Mar 2014 – Nov 2014

One of three iOS engineers, in Objective-C at first, working directly with clients on calls and estimates from early on. Led the iOS work on client apps, including a ResearchKit cancer study for Mount Sinai through Thread, a Bluetooth diabetes dosage logger for Novo Nordisk, and iiStyle, a fashion app.

Skills

Languages and UI	Swift, SwiftUI, UIKit, Objective-C, Swift Concurrency (Swift 6, async/await, actors), Combine
Architecture	MVVM-C (coordinators), VIPER, Clean Swift, modular apps with Swift Package Manager, dependency injection
Frameworks and SDKs	WidgetKit, Live Activities, App Clips, watchOS, HealthKit, Core Bluetooth, StoreKit 2, in-app purchases, RevenueCat, Firebase Crashlytics, Sentry
Quality	Unit tests, UI tests, XCTest, Swift Testing, performance, Instruments, accessibility, localisation
CI/CD and release	Fastlane, Jenkins, Azure DevOps, Bitrise, TestFlight, feature flags, A/B tests in Amplitude
Ways of working	Cross-functional work with product and design, code review, technical proposals, design reviews in Figma, mentoring, Scrum, Claude Code

Projects

Kartino kartino.app

2026

Designed and built a loyalty-card wallet for iPhone and Apple Watch. It follows location in the background and puts the right card on the Lock Screen as you walk into a shop. Core Location, Live Activities, WidgetKit.

Proof iamproof.app

2025 – Present

Built the iOS app for a private body-progress tracker, co-founded with a designer. A guided body scan runs on the phone every two weeks and is compared only with your own earlier scans. Vision, HealthKit.

Вести (Vesti) apps.apple.com/app/id1198721534

2017 – Present

Designed and built the iOS app for all Macedonian news in one place, in its third version since 2017. Its backend, built with a partner, reads more than a hundred sites and groups the same story across them.

Education

BSc, Information Science and Computer Engineering, Faculty of Computer Science and Engineering, Ss. Cyril and Methodius University, Skopje, 2014.

Additional information

Languages	Macedonian (native), English (full professional)
Open source	SJFluidSegmentedControl, 2016. 961 stars on GitHub, featured in This Week in Swift
Recommendations	From managers and clients, at jadrovski.com/reviews