

# Moe Hegab

## Lead Engineer · Tech Lead

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### SUMMARY

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Lead Engineer & Tech Lead with ~20 years across mobile and backend engineering. Work best where product complexity is high, reliability matters, and teams need clear technical direction. Strong focus on iOS architecture, platform evolution, and helping engineers do their best work. Applying agentic engineering to streamline developer workflows and accelerate the software delivery lifecycle (SDLC). Pioneered DPoP-based authentication at scale, eliminating token replay vulnerabilities without UX regression. Background spans fintech, ecommerce, SaaS, and startups. Based in Berlin with German work rights; open to Principal iOS Engineer and Tech Lead roles across Europe.

### SKILLS

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**Languages & Frameworks:** Swift, SwiftUI, UIKit, Objective-C, Combine, Core Data, Kotlin Multiplatform (KMP), Ruby, Bash

**Architecture & Practice:** MVVM, VIPER, Clean Architecture, Test-Driven Development (TDD), Software Development Life Cycle (SDLC)

**Tooling & Platforms:** Xcode, Fastlane, CI/CD & automation, Mobile DevOps, macOS & Ubuntu, REST & GraphQL

**Leadership:** Technical leadership, Mentoring & hiring, Agentic engineering

### EXPERIENCE

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#### Tech Lead · **Smartbroker**

12/2023 – Present • Berlin, Germany

- Led technical direction and ownership for the Core domain across 4 platforms — iOS, Android, Web, and Backend.
- Introduced DPoP authentication platform-wide, strengthening API security and reducing infrastructure costs by **20%**.
- Introduced a Merge Candidate workflow to contain the defect spike from AI-assisted development, cutting release-blocking QA defects by **92%** and restoring normal release cadence.
- Architecture modernization and Mobile DevOps adoption increased capacity by **4x** and cut merge cycle time by **40%**.

#### Mobile Team Lead · **Smartbroker**

04/2022 – 12/2023 • Berlin, Germany

- Within the **first 8 months**, designed and launched a modular mobile platform architecture adopted across iOS and Android.
- Established technical foundations with no prior mobile infrastructure in place — set up **6 Mac-minis on-premise**, enabling daily delivery to QA.
- Built Core domain SDKs adopted by **4 internal teams**, directly accelerating delivery velocity.

#### Lead Mobile Engineer · **NA-KD**

07/2021 – 03/2022 • Remote

- Established NA-KD's mobile engineering function from the ground up, growing the team to **3 engineers**.
- Led modularization of a monolithic codebase into **13 modules** and doubled release frequency from bi-weekly to **weekly** without disrupting delivery.

#### Mobile Team Lead · **Verimi**

01/2020 – 06/2021 • Berlin, Germany

- Inherited a legacy app generating **4 production incidents/month**; led full re-architecture across iOS and Android, dropping incidents to **fewer than 1 every 2 months**.
- Eliminated memory leaks and applied lazy-loading optimizations, cutting crash rate by **88%** and improving cold-launch time.

## Senior Developer • Zalando SE

01/2019 – 12/2019 • Berlin, Germany

- Built the mobile foundation for Zalando's Merchant Operations 2020 initiative, enabling expansion of merchant-facing services.
- Engineered a custom Go CLI to migrate **40 TB of merchant data**, completing the Merchant Platform transition with **zero downtime**.
- Coordinated cross-functional dependencies across **6 internal teams** to ship core iOS features.
- Integrated Keycloak authentication and built PDF services in Scala Play and Spring Boot, reducing on-call incidents from **weekly to once every 3 months**.

## iOS Developer • Zalando SE

01/2016 – 12/2018 • Berlin, Germany

- Developed the Movmnt iOS app and contributed to launching Zalando Beauty in **2 months**.
- Delivered core iOS features across a 3-year tenure supporting Zalando's fashion and beauty product lines.

## iOS Developer • Shopbox ApS

02/2015 – 12/2015 • Copenhagen, Denmark

- Delivered an iOS POS app in **3 months** (vs. 6-month estimate) and grew the customer base from **2 to 200 merchants in 10 months** through direct customer engagement.

## Various Engineering Roles • Startups & Agencies

2005 – 2014 • Cairo, Egypt & Remote

- Delivered mobile, web, and backend systems for clients including Pfizer, telecom operators, and an enterprise hospital, mentoring **2 junior developers** across diverse technical domains.

## EDUCATION

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### BSc. Computer Science

Cairo University • Egypt

## LANGUAGES

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Arabic (Native) • English (C1) • German (B1)

## CITIZENSHIP

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Egyptian • German

## PROJECTS

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Apps By Hands — [appsbyhands.com](https://appsbyhands.com)

XNox — [appsbyhands.com/xnox](https://appsbyhands.com/xnox)

Open Source — [github.com/emadhegab](https://github.com/emadhegab)