

Masum Ayanoglu

Senior iOS Engineer

United Kingdom, United Kingdom | [LinkedIn](#)

Senior iOS engineer with 10+ years building native iOS apps and backend systems. Shipped 8+ production apps across client engagements and early-stage startups, serving over 1 million users.

EXPERIENCE

Indie iOS Product Builder

Nov 2025 — Present

Independent Products

Remote

Independently building and operating iOS products end-to-end, from product direction through native iOS development, backend services, subscriptions, App Store release, and ongoing iteration. Products include HeraldGoat, Aidrobe, Proloca, and Kapiro.

Lead iOS Engineer

Aug 2023 — Present

JamDoughnut

London, UK

Took day-to-day technical responsibility within a two-person iOS team, contributing to product delivery and code quality. Built and maintained consumer-app functionality, live video-streaming workflows, and Firebase-backed Google Cloud endpoints.

Lead iOS & Backend Engineer

Jul 2021 — Dec 2022

Browlser

London

Worked directly with the founder/CEO to shape and build an early-stage Web3 product. Led development across the native iOS app and supporting backend systems.

iOS Engineer

Apr 2021 — Jul 2021

Confidential Fintech Client

London

- Helped launch the client's first iOS app during a focused engagement.
- Contributed to initial release delivery and launch readiness.
- Client name withheld for confidentiality.

iOS Engineer

Nov 2020 — Dec 2020

Hastings Direct

England, United Kingdom

Improved an established iOS app through targeted bug fixes, functionality improvements, and new feature delivery.

iOS Engineer

Mar 2020 — Dec 2021

Thirdfort

London

Built the company's first production native iOS app, taking a validated prototype through to a production-ready mobile product. Worked closely with the CTO and backend engineers on technical decisions for a security-sensitive legal and property technology product.

Founder & Principal iOS & Backend Engineer

Nov 2019 — Present

AYANOGLU IT CONSULTANCY LTD

Greater London

Founded and led a consultancy shipping 8 native iOS apps across ~10 client engagements. Handled technical discovery, architecture, App Store release, and production support. Built iOS and backend systems using Swift, SwiftUI, UIKit, REST APIs, payments, real-time features, Firebase, Google Cloud, Azure, and SQL. Partnered directly with founders, CTOs, designers, and engineering teams.

Co-Founder & Lead iOS & Backend Engineer

Sep 2017 — Dec 2019

MARGED

Istanbul, Türkiye

Co-founded MARGED and built its iOS product and backend from initial concept through release-ready product. Designed the data model, APIs, and Azure infrastructure. Implemented real-time communication and native calling capabilities with Twilio and CallKit.

Interim CTO

Mar 2016 — Dec 2017

Usit Inc.

Atlanta, Georgia, USA

Built the company's first iOS app and web-based admin portal from scratch. Owned backend architecture, APIs, database design, and Azure infrastructure. Implemented live-location updates, payment flows, and safety-verification integrations.

EDUCATION

Istanbul Commerce University

Bachelor of Computer Engineering

PROJECTS

Flexchange: Currency Converter for iOS

Currency converter app focused on speed and clarity. Set up exchange pairs with a base currency against multiple targets in a single view, convert amounts with a built-in calculator, and access your last synced rates offline for travel or spotty connections. Reorder your currency lists so the ones you actually use are always on top.

My focus was on the backend, building a swappable data provider architecture for real-time rate updates using various products on Google Cloud. Dealt with performance bottlenecks around data intensity, optimizing for both cost and speed. Also handled ASO. Built with Swift and SwiftUI.

Aidrobe: AI Outfit Maker

Virtual try-on app that lets you see yourself wearing any clothing item before buying it. Upload a photo, add clothing from any store, and get a realistic try-on in seconds. Supports multiple items for complete outfits, auto-categorizes your wardrobe, and includes side-by-side comparisons. Localized for 15 languages. Built with Swift and SwiftUI.

My main focus was on the backend and AI integration. Built the pipeline that handles image generation and other AI services, along with a cost monitoring system that tracks spend in real time, flags abnormal usage, and includes programmatic safeguards to prevent runaway costs.

Proloca: Trading Journal with Psychology Tracking for iOS

Built a trading journal app that lets traders log entries and see their performance as a color-coded calendar. Green days, red days, patterns you'd never catch in a spreadsheet.

Supports stocks, crypto, forex, futures, and options. Tracks commissions, compares months, and lets you tag trades with emotions to spot psychological patterns. Includes CSV import/export, biometric security, and localization for 16 languages. Wrote Python scripts for automated App Store localization, UI tests for generating screenshots across all 16 languages, and handled ASO. Built with Swift and SwiftUI.

mandal

DothEn

Social Smoker

Guess What

Valoose

Roll Decisions

SKILLS

iOS Development · Swift (Programming Language) · SwiftUI · UIKit · Mobile Application Development · Xcode · App Store · REST APIs · Firebase · Google Cloud Platform (GCP) · SQL · In-App Purchases · App Store Optimization · Artificial Intelligence (AI) · OOP · Web Services · API Development · iOS · Start-ups · Backend Development · Microsoft Azure · Git · Technical Leadership