

Jacob Van Order

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<https://jacobvanorder.github.io>

Experienced iOS engineer with over a decade of experience as an individual contributor & team lead working on complex problems, ranging from single-purpose apps to Etsy's buyer app. I enjoy doing mobile development (and always have!).

Work Experience

Staff iOS Engineer

Etsy

2018-Present

Various Teams

Remote

- Spearheaded a multi-year initiative introducing Augmented Reality features to Etsy's iOS app, from proof-of-concept to multiple successful launches, including managing a team of 8 engineers. Releases include video capabilities, updated buyer review functionality, and expanded image features.
 - Provided additional information to buyers without increasing workload for Etsy sellers, using machine learning, computer vision, and natural language parsing
 - Envisioned, implemented, and refined the browsing experience within Etsy to enable users to comfortably use Augmented Reality within the app, by collaborating cross-functionally with product managers, UX researchers, and designers
 - This initiative resulted in blog posts ([1](#), [2](#)) and media coverage ([1](#), [2](#), [3](#)), boosting buyer confidence and the add-to-cart ratio.
- Served as technical lead of a Native App team acting as a consultancy within the company, facilitating native feature integration across web-based teams.
- Contributed to engineering organization growth through mentoring engineers ranging from entry to senior level (multiple mentees have been successfully promoted) and process improvement (developed and implemented an interview question resulting in 40+ engineering hires).

Principal iOS Engineer

Grainger

2015-2018

Various Teams

Chicago

- Implemented Continuous Integration with automated unit testing, App Store delivery, and asset generation.
 - Researched and implemented a continuous integration solution using Fastlane, enabling unit testing before merging feature branches into a candidate branch
 - Managed versioning and automated submission to the Apple App Store post-merging to the main branch to minimize developer intervention and errors & free up resources from release management duties
 - Presented on Fastlane at a Chicago conference in 2016
- Consolidated Visual and Analytics code bases into a framework for enhanced code reuse across products.
- Authored best practices documentation for Swift, Objective-C, and Cocoa Design Patterns.
- Guided nine iOS Engineers through code reviews, organized platform-specific meetings, and facilitated WWDC video sessions.

Senior iOS Engineer**Vokal Interactive****2013-2015**

Various Teams

Chicago

- Led the inception, development, iteration, and release of a client's photo-based application.
- Collaborated on rewriting the eCommerce app's cart functionality.
- Maintained a parking-based app with a focus on push notifications and real-time updates.

Self-Employed**SushiGrass****2008-Present**

Various Projects

Chicago

- Client work includes revamping a healthcare-based app for worldwide localization for a digital agency and maintaining a field interview questionnaire app for the Biomedical Informatics Center at Northwestern University.
- Independent work includes a photo-based app and two mass transit-based apps.

Languages and Technologies

- Languages: Swift, Objective-C, Ruby, PHP
- Technologies: iOS, SwiftUI, UIKit, VisionOS, ARKit, Core Image, Computer Vision
- Other: Unit Testing, Documentation, Continuous Integration

Community & Personal Projects

NSCoder Chicago

Since 2012, I have co-hosted a local iOS-based meetup. During this time, I have organized, scheduled, and delivered numerous lightning talks on various topics. Additionally, I coordinated a job board, secured sponsorship opportunities, and managed giveaways.

ClockVetica

A design-based clock app that won New and Noteworthy after release.

QuickTrain

CTA train tracking app utilizes Core Location to determine when the next Chicago "El" train is coming to the station closest to the user.

PowerUp

Retro video game-based photo app that uses Core Image to create pixelated images in the vein of vintage video game systems.

Education

Bachelor of Art, Western Michigan University, Kalamazoo, Michigan

2001-2007