Alex Kuziaev

Lead Engineer | Mobile | Product & Applied AI

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PROFESSIONAL SUMMARY

Lead mobile and product engineer with 10+ years building iOS apps and SDKs used by 1M+ people. Technical lead for Backbase's cards SDK, including the Apple Wallet integration with Entrust used by its bank customers, and made Otrium's search 5x faster while the business doubled GMV. Now builds and grows AI-powered iOS and web products end to end, run on a custom agentic engineering harness and shared Swift SDK.

WORK EXPERIENCE

Senior iOS Engineer | Backbase | *Amsterdam, Netherlands* | *Sep 2023 – Sep 2026*
AI-native banking platform trusted by 120+ banks

- Led the Cards Management iOS SDK, shipping 10+ card features to Backbase's bank customers: card overview, ordering, limits, travel notices, cancel and replace card, PIN replacement, family banking and Apple Wallet.
- Rebuilt and extended Add to Apple Wallet push provisioning over three years with PCI-DSS compliant Entrust and Apple, taking each release from refinement through implementation to bank integration and troubleshooting.
- Designed the SDK so each bank could configure flows, UI and behaviour without forking, and resolved integration issues in live debugging sessions with bank engineering teams, turning findings into documentation.
- Piloted Backbase's Cursor-based AI coding harness with my team on a large SDK codebase with strict architectural rules, and fed the findings into its rollout across R&D.
- Modernised the codebase from RxSwift to Combine and from UIKit to SwiftUI, and delivered 30+ monthly, breaking-change and LTS releases with Bitrise CI and custom scripts for Entrust and SDK builds.
- Delivered VoiceOver, Dynamic Type and external keyboard support across the entire Cards SDK, and contributed card components to the shared Design System for other SDK teams.
- Mentored middle and junior engineers through 1:1s, code review and performance feedback as lead of a two-engineer team.

Senior iOS Engineer | Otrium | *Amsterdam, Netherlands* | *May 2021 – Sep 2023*
Fashion outlet marketplace with 4M+ members and 300+ brands; iOS app rated 4.8, Top 10 Shopping in the Netherlands

- Migrated search from a custom service to Algolia across many use cases as the main mobile driver, making search 5x faster and improving relevance and search conversion.
- Developed search, product listings, carousels, wishlist, product detail and homepage for an iOS app with 100K+ active users and a 98–99% crash-free rate, as informal tech lead of a four-engineer team during 2x GMV growth.
- Introduced Tracking 2.0, making every user-facing carousel, view and component trackable so marketing could see which brands each user saw and how they engaged, down to individual carousel swipes.
- Founded and led the Mobile Guild for iOS and Android engineers, building a shared tech roadmap of 50+ initiatives and driving adoption of the Design System and automated tests.
- Launched an App Store Optimisation practice with weekly ranking tracking, per-market keyword and localisation updates, sharper release notes and our own App Store featuring submissions, lifting rankings by roughly 15–20%.
- Created backend-driven Contentful screens so marketing could configure and run multiple campaigns themselves.

Lead iOS Engineer (Senior iOS Engineer until Apr 2019) | SurfStudio | *Remote* | *Nov 2018 – May 2021*
Skolkovo-resident studio with 100+ projects for major banks and retailers

- Directed teams of up to eight engineers on 5 banking, retail and social apps, about 60% leadership and 40% hands-on Swift: Unicredit (Top 100 Finance), Magnit for Russia's largest retail chain (4.7, Top 25 Retail), MAIN (Top 100 Social), SBI Bank and Zenit.
- Shipped MAIN from beta to App Store as its iOS lead: moved all video from GIF to MP4 after testing player options, and added content filtering, flagging and blocking required by App Store review.
- Automated Firebase test builds and App Store delivery with Fastlane scripts, cutting release time from hours to minutes.
- Defined REST API contracts in Swagger with client backend teams, and planned releases with project managers, designers, business analysts and QA.

- Onboarded and coached 2 junior engineers, ran technical retrospectives for project teams, and interviewed iOS candidates for the studio.

Earlier roles: Senior iOS Engineer at Astroshock (Sep 2018 – Nov 2018) and EPAM Systems (Jan 2018 – Jun 2018); iOS Engineer at Nedvex (Dec 2016 – Dec 2017), Billing Systems (Sep 2016 – Dec 2016) and BP Digital (Aug 2015 – Jul 2016); freelance iOS on Upwork (Nov 2015 – Jun 2016).

KEY PROJECTS

DreamNotes | *Swift, SwiftUI, SwiftData, Firebase, Gemini, RevenueCat, Amplitude* | dreamnotes.app | *Nov 2023 – Present*

- Conceived and grew an AI dream journal subscription app as founder and sole engineer, reaching a 4.8-star App Store rating.
- Integrated Gemini through Firebase AI Logic for dream interpretation, and at one stage routed requests across Gemini, GPT and Claude through an edge function to balance cost and quality.
- Iterated onboarding, paywalls and the free-versus-paid offer using Amplitude and Firebase paywall funnels to find and remove drop-offs.

AlexKit and AK iOS Harness | *Swift 6, SwiftUI, SPM, Cursor, MCP, GitHub Actions* | Private | *Dec 2023 – Present*

- Maintained AlexKit, a private Swift package of shared SwiftUI components pinned per app across 3 products, so each new feature is built once and reused.
- Engineered AK iOS Harness in 2026, a versioned Cursor plugin with shared rules, 8 workflow skills, 4 agents (architect, reviewer, debugger, test engineer) and Xcode and simulator automation through MCP.
- Orchestrated delivery from task to merge: agents pick tasks from a GitHub Project, implement them, fix CI under PR checks and run full regression QA before every release, with code ownership, configuration guards and manual review of generated code.
- Coordinated a fleet of AI agents with product, marketing, QA and assistant roles under defined rules and guardrails for content, video and growth work; 1,200+ GitHub contributions across 30+ private repos in the last year.

Growthmates Academy | *React, TypeScript, Supabase, Stripe, Mux, Lovable, Cursor* | academy.growthmates.club | *2026*

- Released a revenue-generating paid learning platform in two weeks as co-founder and sole engineer of Growthmates B.V.
- Implemented passwordless accounts, Stripe Checkout, course entitlements, token-authorised Mux video, analytics and email sequences.
- Bootstrapped the UI in Lovable, then moved the code to my own GitHub repo and extended it in Cursor with a unified JSON lesson structure and Supabase edge functions for content management.

Other iOS apps: EconoMe, personal finance (co-founder, Mar 2019 – Apr 2021, 4.7 stars); Unhook, habit tracking (4.7 stars); Quests, task management (4.6 stars).

EDUCATION

BSc Software Engineering | Higher School of Economics | *2014 – 2018*

Languages: English (full professional, EF SET C2), Russian (native), Dutch (A2, Inburgeringsdiploma)

TECHNICAL SKILLS

- **Mobile:** Swift, SwiftUI, UIKit, Swift Concurrency, Combine, RxSwift, Objective-C, SDK architecture, SPM, CocoaPods, Core Data, SwiftData, Fastlane, CI/CD, unit, snapshot and UI testing, accessibility
- **Web and integrations:** React, TypeScript, Supabase (PostgreSQL), edge functions, Stripe, Mux, GraphQL, Algolia, Contentful, Firebase, Lovable
- **AI:** LLM APIs (Gemini, GPT, Claude) with cost-based routing, agentic development with Cursor (plugins, skills, agents, MCP), multi-agent workflows with guardrails, AI-driven QA
- **Product and growth:** Amplitude, RevenueCat, paywall funnels, App Store Optimisation, Search Console, Ahrefs