



# SORIN CIOBAN

Principal Engineer • Frontend & Mobile Platforms • AI-Augmented Development

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## SUMMARY

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### Senior IC shaped by operating at organizational scale, with a builder's bias.

Over the past decade, I've helped take products from early platform decisions to multi-market systems serving millions, at Flipboard, Twitter, and JPMorganChase. I've led large engineering orgs, but my impact has consistently come from simplifying platforms so more engineers can ship with confidence.

I'm now focused on hands-on roles where I can own architecture end-to-end, remove friction from complex systems, and ship high-leverage work, bringing director-level judgment, deep mobile and frontend expertise, and an AI-amplified way of building.

## AI-AUGMENTED ENGINEERING

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I use AI the same way I design platforms: to eliminate unnecessary iteration and make intent explicit.

My workflow front-loads thinking by turning design artifacts into prompts—defining system boundaries, data models, and failure modes before code exists. This reduces back-and-forth and allows me to move from idea to working system in hours, even when navigating unfamiliar stacks or legacy codebases.

At JPMorgan Chase, I've applied this approach to prototype internal tools, diagnose production issues, and unblock teams operating at scale. My side projects follow the same pattern: small, well-defined systems built end-to-end through tight human-AI collaboration, optimized for fast learning, fast shipping, and polish where it counts.

**Tools:** Cursor, Claude, GitHub Copilot, Codex, Replit

## EXPERIENCE

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### JPMorganChase — Chase UK

London | January 2020 – Present

Head of Front-End Engineering & Digital Platform (2023–Present) → Native Lead (2021–2023) → iOS Engineer (2020–2021)

Joined as one of the early iOS engineers; shaped foundational architecture as the product scaled to millions of customers. Now lead 70+ engineers across 12 squads (London, New York, Bangalore).

#### Platform & Architecture

- ▶ Drove Native → React Native migration, enabling any engineer to build any feature. Followed with backend-driven UI architecture to reduce boilerplate and accelerate multi-screen journeys.
- ▶ Championed GraphQL adoption through sustained advocacy with senior leadership. Led WebDriverIO migration (from Detox/Appium) to democratize test authorship across engineering.
- ▶ Directed German market launch including backend-driven cookie consent architecture to reduce compliance overhead.

#### Hands-On Contributions

- ▶ Reduced Time-to-Usable ~30% through network profiling, caching policy fixes, and instrumentation. Introduced performance tollgates to prevent regressions.
- ▶ Diagnosed production crash caused by conflicting security SDKs: deobfuscated logs, identified root cause, coordinated vendor fix. Prototyped architecture review tool using AI.
- ▶ Built referral features contributing to 1m+ customer growth. Defined Nutmeg integration approach saving \$2m+.

#### Leadership & Org Building

- ▶ Built high-performing teams through hiring, org structure, and decisive performance management. Introduced technical design docs and drove accessibility advocacy.
- ▶ Strengthened operational readiness: incident management, governance (security, third parties, legal).
- ▶ Speaker, React Native London 2025.

## **Twitter Inc.** — iOS Engineer

*London | July 2018 – January 2020*

- ▶ Built multi-video support for Events: PiP, state persistence, cross-navigation resume. Led Events annotations (markdown, cross-team coordination).
- ▶ Doubled unit test coverage; drove accessibility focus.

## **Flipboard Inc.** — Senior iOS Engineer

*Palo Alto & London | September 2014 – June 2018*

- ▶ Drove industry-leading ad products with editorial-quality design. Led Apple Watch, Today Extension, iMessage apps, optimized for constrained devices. Represented Flipboard at Apple labs.
- ▶ Sole iOS engineer for 6 months, 8 timezones from HQ: shipped product, made hiring decisions, learned to optimize for the right trade-offs.

## **PROJECTS**

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- ▶ **GeoSprint** — Multiplayer geography game (React Native, Supabase, Game Center/Google Play). Built with Cursor, Claude, Codex.
- ▶ **Voucher App** — Personal project: Supabase backend, push notifications on new posts. End-to-end AI-assisted build.
- ▶ **TripFlow** (planned) — AI-powered travel planning, inspired by using Claude to perfect a Japan itinerary.
- ▶ **Personal Website** — Portfolio + engineering/AI blog. Built with AI.

## **TECHNOLOGIES**

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React Native, TypeScript, Swift, Kotlin, Objective-C | GraphQL (Apollo) | Supabase, Firebase | WebDriverIO, Detox, Appium | Fastlane, CocoaPods | AI: Cursor, Claude, Copilot, Codex, Replit

## **EDUCATION**

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**Imperial College London** — BEng (Honours) Computing | 2010 – 2014