AJAY KUMAR VADICHARLA

iOS Developer

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PROFESSIONAL SUMMARY

iOS Developer with 3.8 years of hands-on experience designing, building, and maintaining native iOS applications using Swift, UIKit, SwiftUI, and MVVM/MVC architecture. Proven ability to integrate RESTful APIs and third-party SDKs, manage App Store releases end-to-end, and optimize app performance through clean memory management and production bug resolution. Built and supported customer-facing apps on RSA America's retail platform serving 250+ grocery retailers across 1,400+ store locations and 7.2+ million shoppers. Strong collaborator across product, design, QA, and backend teams in Agile delivery environments.

TECHNICAL SKILLS

Languages: Swift

UI Frameworks: UIKit, SwiftUI (basic), Auto Layout, Storyboards, Programmatic UI, UITableView, UICollectionView

Architecture: MVVM, MVC, Dependency Injection

Networking & Data: RESTful APIs, URLSession, Alamofire, Codable, JSON, Core Data

Concurrency: Swift Concurrency (Async/Await), GCD, Multithreading

Memory & Performance: ARC, Memory Management, Image Caching, Lazy Loading, Pagination, Crash Analysis

Tools & DevOps: Xcode, Git, GitHub, Bitbucket, CocoaPods, Swift Package Manager (SPM), Agile/Scrum

WORK EXPERIENCE

Veritra IT Solutions Pvt Ltd | Client: RSA America (B2B Retail Marketing SaaS) Nov 2022 – July 2026

iOS Developer | Hyderabad, Telangana

- Designed, built, and maintained native iOS applications for Redner's Markets and Cardenas Markets Rewards from scratch using Swift and UIKit; maintained production stability for Food Bazaar and White's Foodliner.
- Built intuitive, responsive interfaces using UIKit with Auto Layout, UITableView, and UICollectionView; applied SwiftUI for basic UI components.
- Developed and maintained scalable app architecture using MVVM and MVC patterns with Dependency Injection across shared modules.
- Connected applications to backend services by integrating RESTful APIs using URLSession, Alamofire, Codable, and JSON; configured and managed third-party SDKs via CocoaPods and Swift Package Manager (SPM).
- Managed App Store releases end-to-end: build submissions, version management, release notes, and post-deployment production support for apps serving 250+ retailers and 1,400+ store locations.
- Improved app performance and resolved production bugs through image caching, lazy loading, pagination, and ARC-based memory management.
- Implemented Push Notifications and Deep Linking to support personalized customer engagement across loyalty, coupons, and promotions features.
- Used Core Data for local data persistence and UserDefaults for lightweight preference storage across app sessions.
- Collaborated with product managers, UI/UX designers, QA, and backend engineers to deliver customer-facing features end-to-end in Agile/Scrum sprints.
- Participated in code reviews and maintained coding standards aligned with Apple's best practices and platform guidelines.
- Managed version control using Git across collaborative, multi-developer codebases on GitHub and Bitbucket.
- Contributed to a platform reaching 7.2+ million shoppers, with end-to-end involvement from feature design through App Store deployment.

PROJECTS

Grocery Retail iOS Applications | RSA America Platform

Redner's Markets, Cardenas Markets Rewards, Food Bazaar, White's Foodliner, Superior Grocers, Lewis Drug

- Built Redner's Markets and Cardenas Markets Rewards from scratch — full ownership from architecture through App Store release.
- Integrated RESTful APIs for real-time data sync of loyalty points, digital coupons, and rewards using URLSession and Alamofire.
- Implemented local data persistence using Core Data and UserDefaults for offline access and session continuity.
- Improved app stability via memory optimization, reusable MVVM components, and efficient networking patterns across multiple live apps.
- Supported production deployments, crash resolution, and iterative feature enhancements for App Store-live applications.

EDUCATION

Kasireddy Narayanreddy College of Engineering & Research 2018 – Aug 2022

Bachelor of Engineering (B.E.) in Computer Science and Engineering | Hyderabad, India