James Murff

Senior iOS Engineer

Encinitas, California · natured-lobular8t@icloud.com · linkedin.com/in/jmurff · jmurff.github.io/about

SUMMARY

Senior iOS engineer with more than 30 years in software and 15 years building iOS apps. Spent the last six years at Dexcom on the G7 and Stelo continuous glucose monitoring apps. Works in Swift, SwiftUI and Swift concurrency across iPhone, Apple Watch and Mac, and in Kotlin when the work crosses to Android.

Finds and fixes problems nobody assigned, like flaky tests, untranslated strings and test code in release builds. Lands large changes as stacks of small, reviewable pull requests. Now also ships original apps under DeeDogDevelopment.

SKILLS

Languages: Swift, Objective-C, Kotlin

Apple frameworks: SwiftUI, UIKit, Swift concurrency (actors, @MainActor, Sendable), Combine, Swift Charts, WidgetKit, ActivityKit, Core Bluetooth, Core Data, Core Location, HealthKit, Apple Pay, String Catalogs, macOS and watchOS apps

Testing: Swift Testing, XCTest, XCUITest, pseudolocalization

Services: Firebase and Cloud Firestore, REST, WebSocket, Bonjour

Tools: Xcode, Git, GitHub Actions, fastlane, SwiftLint, SonarQube, Swift Package Manager, CocoaPods, Jira, Confluence, Figma

AI-assisted development: Claude Code, GitHub Copilot CLI, OpenAI, Google Gemini

Practices: Agile and Scrum, stacked pull requests, code review, mentoring, technical writing

EXPERIENCE

DeeDogDevelopment, Encinitas, CA 2026 – Present
Founder and iOS Developer

- Independent studio that designs and ships small, original apps for iPhone, iPad, Mac and Apple Watch in Swift and SwiftUI.
- TallyUp Golf, on the App Store: a scorecard with yardage to the green, a map of every hole, and skins, Nassau and wolf settled at the end of the round.
- Game Closet, finished and headed to the App Store: 41 classic board, dice and card games with CPU opponents and head-to-head play on two devices in the same room. Free, with no ads and no account.
- Scorekeeper, finished and headed to the App Store: pitch-by-pitch baseball and softball, ball-by-ball cricket and play-by-play scoring for four more sports, with box scores, iCloud sync and live sharing.

Dexcom, San Diego, CA August 2020 – November 2026
Senior iOS Engineer

- Worked on the G7 continuous glucose monitoring app from early development. Built parts of the Core SDK alerts engine, the state machine that turns sensor data into glucose, Bluetooth connectivity and sensor-life alerts.
- Added bulk data logging of user interactions to the G7 app and moved its views to MVVM. Later rebuilt the Profile and Settings screens in SwiftUI in six stacked pull requests, deleting the UIKit storyboard they replaced.
- From June to October 2026, authored 117 pull requests across the G7, Stelo (iPhone, Apple Watch and Android) and developer tooling repositories; 86 merged.
- Built internal developer tools nobody had asked for: a native macOS app, and a Mac, iPad and iPhone tool that drives the Stelo iOS and Android apps over WebSocket and Bonjour for testing and demos. Wrote the Android side in Kotlin.
- Added pseudolocalization (expanded and right-to-left test locales) with build guards that keep it out of release builds, then used it to find hard-coded strings. An audit showed only 9% of string keys in code were in the catalog and 76% of catalog keys were unused, which reshaped the localization plan.
- Improved test reliability in a 17-part series that replaced spin-wait loops with event-driven waits. Found that the CI log formatter was hiding failing parameterized Swift Testing cases, and fixed the leaked view model behind the top CI crash.
- Audited Stelo for Swift 6 strict concurrency across 1,234 compiler sites, found and fixed two live data races, and moved the developer-tool client to @MainActor without @unchecked Sendable.

- Removed a legacy product name from the Stelo codebase in a 19-PR stack, taking 133 files to zero in eight days with no change in behavior.
- Showed from object sizes and symbol counts that test-only screen-crawler code was compiled into shipping binaries, and guarded it out of release builds.

accesso (formerly The Experience Engine / TE2), San Diego, CA — April 2016 – April 2020
Principal iOS Engineer

- Led iOS architecture as TE2 grew from a single-app company into a modular, framework-based platform. accesso acquired the startup in 2017.
- Built location-aware apps with wayfinding for Cedar Fair (10 parks, including Knott's Berry Farm, Cedar Point and Carowinds), Grupo Vidanta (4 resorts), Village Roadshow Theme Parks (5 venues) and the Ikon Pass.
- The mobile team shipped more than 30 app releases a month to the App Store and Google Play.

Petnet, Los Angeles, CA — July 2015 – April 2016
Senior Software Engineer, iOS

- Principal developer of the Petnet iOS app, which controls feeding schedules, portions and food supply for the SmartFeeder.
- Re-engineered an app first written by outside contractors and integrated the REST APIs and Firebase.
- Added Nest camera integration so owners could watch feedings, and food subscriptions through Apple Pay and Stripe.

PEAR Sports, Solana Beach, CA — July 2014 – July 2015
Senior Software Engineer, iOS

- Principal developer of the PEAR interactive training app, including its server-side work and partner integrations.
- Integrated HealthKit, MyFitnessPal, MapMyFitness, Strava, Misfit, Fitbit and Jawbone.

ScrollMotion, San Diego, CA — February 2011 – February 2014
Senior Software Engineer, iOS

- One of the principal developers of the ScrollMotion Enterprise Platform, which builds configurable iOS apps from JSON descriptions and content supplied at run time.
- Helped set the platform's iOS architecture and direction.

EARLIER EXPERIENCE

McAfee (formerly Preventsys; Foundstone group), Mission Viejo, CA — Senior Software Engineer	2005–2010
Delphi Research, San Diego — Software Engineer and Project Manager	2004–2005
Natural Selection, Inc., San Diego — Senior Staff Scientist	2002–2004
Intel (acquired iPivot), San Diego — Senior Network Software Engineer	1999–2002
iPivot, San Diego — Senior Software Engineer; 24th employee, acquired by Intel for $500 million	1998–1999
ORINCON, San Diego — Technical Lead Engineer and IT Group Manager	1996–1998
Nicolet Imaging Systems (formerly IRT), San Diego — System Administrator and Software Engineer	1990–1996
United States Air Force, USAF Academy — Senior Airman (E-4), Network Administrator	1986–1990

EDUCATION

California State University San Marcos — Computer Science (all coursework complete)	1994–1997
Cornell University — Civil Engineering	1983–1986
Regis College and **University of Colorado Colorado Springs** — Computer Science and Mathematics coursework	1988–1989