

Jeff Sinckler

Software Engineer & Manager

3801 Laguna Ave
Oakland, CA 94602

571.244.0334 | jcsinckler@gmail.com | jcsinck.com

Skills



I am a **Software Engineer** with mobile development and management skills. I have a track record of:

- Building, shipping, and maintaining frontends.
- Managing productive and collaborative engineering teams.

I am always looking for opportunities to have impact, learn, and collaborate with ambitious peers.

Proficient in: Swift • Objective-C • UIKit (Xibs + Autolayout) • Cocoa
Exposure to: SQL • Unity • HTML • OpenGL • C++ • C# • C
Additional Skills: People Management • Leadership & Decision Making

Experience



Google Inc. | Senior Software Engineering Manager

MARCH 2018 - PRESENT, SAN FRANCISCO, CA

Managed a team of 9 people, spread across multiple timezones (New York, Singapore, California).

My teams were responsible for delivering features for Google Search and its related properties. Features covered a wide range of areas, including **mobile app development**, **visual media creation web services**, and **user engagement features** driven by AI.



Tenor Inc. | Lead iOS Software Developer

MARCH 2014 - MARCH 2018, SAN FRANCISCO, CA

Took ownership of iOS Software Development for the **Tenor GIF Keyboard**, then #1 GIF Keyboard app on iOS with 40 million downloads and featured by Apple as an "Essential" app.

Coordinated feature development by implementing feature logic quickly and efficiently. Wrote specifications to coordinate efforts across engineering, analytics, and product teams. Shaped the development process to allow for a faster end to end feature implementation process.

Replaced legacy structures written in **Objective-C** with new architecture written using **Swift**.

Integral part of the team whose products and APIs provide GIFs to **Twitter**, **Facebook Messenger**, **Linkedin**, and **Whatsapp**, among other products.



The Playforge | Lead iOS Software Developer

MAY 2011 - JANUARY 2014, SAN FRANCISCO, CA

Contributed to the **iOS** efforts on a number of games in the Playforge portfolio.





Began as a Software Developer on **Zombie Farm**, an iOS game. Was responsible for general feature implementation. Transitioned to being the sole developer on **Tree World**, an app that began as an outsourced project and was brought in-house for completion and launch.

Promoted to Lead iOS Software Developer for Tree World after completing and launching the product. Was responsible for **leading a team of developers** to efficient feature implementation.

Focused efforts on new games, such as **Zombie Farm Battles**, as they hit the company roadmap.

Education

Columbia University | B.S. in Computer Science

COMPLETED MAY 2011, NEW YORK, NEW YORK