

Jeff Sinckler

Software Engineer & Manager

CONTACT

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SKILLS

Proficient in
Swift • Objective-C • UIKit • Cocoa

Exposure to
SwiftUI • Kotlin • SQL • Unity • HTML • OpenGL • C++ • C# • C

Leadership
People Management
Team Building
Goal Definition
Decision Making
Cross-team Coordination

APPS



SUMMARY

Software Engineer with deep mobile development expertise and a strong track record in engineering leadership.

Passionate about building impactful products, growing high-performing teams, and collaborating with ambitious peers.

EXPERIENCE

Google Inc. | Senior Software Engineering Manager

March 2018 – Present • San Francisco, CA

- Managed a team of 9 engineers across New York, Singapore, and California.
- Defined yearly OKRs to guide team velocity and growth, consistently achieving a People Management score of 95+.
- Led delivery of features for Google Search and related properties, spanning mobile app development, visual media web services, and AI-driven user engagement.
- Key contributor in taking new products from 0 to 1.

Tenor Inc. | Lead iOS Software Developer

March 2014 – March 2018 • San Francisco, CA

- Full ownership of iOS development for the Tenor GIF Keyboard — the #1 GIF Keyboard on iOS with 80M+ downloads, featured by Apple as an “Essential” app.
- Coordinated feature development across engineering, analytics, and product teams; shaped processes to accelerate end-to-end feature delivery.
- Modernized the codebase by replacing Objective-C legacy structures with Swift. Improved app health metrics by 40%.
- Contributed to the platform whose APIs power GIF integrations in X, Facebook, Messenger, LinkedIn, and WhatsApp.

The Playforge | Lead iOS Software Developer

May 2011 – January 2014 • San Francisco, CA

- Began as iOS developer on Zombie Farm; transitioned to sole developer on Tree World, taking an outsourced project through completion and launch.
- Promoted to Lead iOS Developer post-launch; led a team to efficient feature delivery across new titles including Zombie Farm Battles.

EDUCATION

Columbia University | B.S. in Computer Science

Completed May 2011 • New York, NY