

Daniel Bonates

iOS Software Engineer at Peixe Urbano

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About me:

I'm a problem solver & iOS guy at Peixe Urbano right now. My skills focus on [design](#) and [development](#) for Apple platforms (mainly macOS, iOS and watchOS). I'm on this track since 1995 and my first app was for MacOS 9, back in 1996 or something, a music player ;) For sometime I worked doing backend and frontend stuff for web, till the date iPhone advent came to rescue me in 2010, so I bought Mac and restarted my life again, for better!

About what I do:

Technology should only exist to make human life and experience better, not replace them in anyway. So, this is my work is all about.

My skills as...

...Apple Developer:

macOS - iOS - watchOS - tvOS - ObjC - Swift - A/B Testing - Unit Tests - UI Tests - Continuous Integration - Apple Human Interface Guidelines - Debug & Optimization - App Store Ecosystem

...other Developer skills (used by demand):

Git addict - Ruby on Rails - REST APIs

...Designer:

UI/UX Designer - A/B Testing - Web - Interactive Prototyping

Experience:

- **iOS Engineer at Peixe Urbano**

June 2016 to Present

Peixe Urbano is an eCommerce Baidu company at Brazil. As the senior of iOS team, my mission here is to use the Apple platform tools for the benefit of the company core business, and keep other teams updated about that. Also, part of my job is to be in charge evaluate our workflow and results, and when needed, run to hire new developers. I hired 4 developers on the last 6 months, 2 juniors, 2 seniors. Acting as developer, my mission is to keep the iOS app on the last trends about the Apple platform and make the users happy. Things like upgrade to Swift 3, stabilizing the app, fix bugs and performance, apply a brand new design, implement features like Favorites, 3D touch, TouchID login, Today widgets, keep Units tests updated and A/B testing, are just a few of my tasks. Part of my job is to interact with other teams, from backend to the Product Team. Well, this is what I do at Peixe Urbano.

- **iOS Software Engineer at enjoei.com**

September 2015 - May 2016

Integrated with the team of engineers, my mission was to bring their iOS app to a new design and level of stability, update to the last Swift version and create unit tests. During this period, I created the company iOS project test, used on recruitment process, and speaking about that, I did the technical interviews and was in charge for the final word for hiring a developer. This period I hired 2 developers.

- **Technology Manager at ID Projetos Educacionais**

February 2013 - May 2015

My job was to keep in track with technologies that could be applied on context of eLearning products offered by the Company. As a team leader, the main challenge was to keep the design and developer integrated on the same page, regards to the workflow, blending their knowledge and skills appling on the same product. I did some code and design there, but part of my job was to be responsible for both design and developers teams, and helping on the hiring process when needed, regards to the technical tests and interviews. I brought about 6 new peoples to the team.

- **Indie Designer & Developer at Bonates.com**

February 2012 - January 2013

This was my time on an adveture beeing an Indie Developer on Brazil. Since this is not an usual aproach here, was a big deal but I managed to survive. Most of the time I worked doing stuff for my local clients and developing my self on personal projects.

- **Developer Manager at Eduweb (later became Affero)**

December 2005 - February 2013

This was my first contact with eLearning Market. And my job generate content for training products. Using web tools and programming languages, I was responsible for create technology and apply them on eLearning platforms, known as Learning Management Systems (LMS for short). For years I've worked with the topmost LMS's like Moodle and Sabba, for example. Also, many times I was in charge to customize these solutions bringing new functionality to them, or create software to integrate with them, like an Offline Course Player for Scorm, which runs on small computers on OffShores. About 6 months on this company, I became the local developer manager, and through all these years, I hired a lot, can't remember exactly, but, every single developer or desgin, on a team of about 25₃₀, took a process with me, regards to technical skills and interviews. I believe that I brought to the company something 10 developers/designers.

- **Graphic Designer at CPAD**

December 1997 - December 2002

This was my first oficial job! I saw a book cover and thought that I could do it using my skills using Photoshop, then I went and asked for job. They gave me a test and I succeeded. I met the Mac platform there, and became a Graphic Design pro. There I got my self diving into software development and later, web dynamic sites.

Apps (click to open):

- [Peixe Urbano](#)

- [Enjoei](#)

these ones I've made the full design and development:

- [Easy Balance](#)

- [Tour Trips](#)

- [Saldo Fácil](#)

- [Fitness Training](#)

web:

- [Adestro - Pet Trainers Social Network](#)

Recent article (click to open):

- [Demystifying JSON from web](#)

- [Swift as Open Source: another Apple master move](#)

- [Enums para o nosso bem - english version comming soon](#)

- [Resolvendo suas dependências](#)

- [Auto Layout com Visual Format](#)

TDC Talks:

- *comming soon*