

# Karl Baron

KAGOSHIMA, JAPAN (REMOTE)

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## SENIOR SOFTWARE ENGINEER

Passionate about making cool, intuitive software that delights users.

Over 15 years of experience working with native iOS and web technologies, fully remote on small teams or solo, in roles with high independence, high responsibility and high impact.

- Deeply involved in feature and product UX design as well as planning and architecture.
- iOS developer since 2011, following the evolution of the platform from Objective-C with UIKit to Swift and SwiftUI, with a large API surface exposure, including graphics, camera hardware, USB-C, mesh networking, widgets, intents, StoreKit.
- Full-stack web and app backend server developer since 2007, starting with Linux/Apache/MySQL/PHP including WordPress, continuing to Ruby on Rails, Front-end work in JavaScript, CSS/SASS/SCSS, TypeScript with React and next.js. Maintenance of servers both on-prem, co-located, VPS and cloud/AWS including Docker.

## WORK EXPERIENCE

LATENITESOFT (MADRID, SPAIN)

FEB 2017 - PRESENT

SENIOR SOFTWARE ENGINEER

SWIFT, SWIFTUI, UIKIT, PHP, RUBY ON RAILS, MYSQL, AWS (EC2, RDS, EBS), DOCKER, GRAFANA, OPENAI SDK

- **Photon, top iOS manual camera app.** Lead launch marketing direction responsible for 40% of lifetime MAU. Conceived, UX designed and implemented **market-leading camera features** such as RAW Process Control (60% increase in app impressions), 3D temperature/tint control (100% increase in app installs).
- Photon Studio, iPad app. Conceived, UX designed and implemented innovative companion app for **live remote iPhone camera display and control using local mesh wireless networking**, resulting in a 70% app install increase for Photon.
- Camera+ 2, top iOS camera app. **Re-implementation of 100+ custom photo filters** in photo editing render chain from procedural CoreGraphics API to declarative Core Image to achieve 4x reduction in memory usage and 5x performance improvement.
- Principal in driving various prototyping efforts such as **Apple Vision Pro** and consumer **Agentic LLM integration** prototypes to assess market fit.

STAPLETON EIKAIWA (KAGOSHIMA, JAPAN)

JUNE 2024 - PRESENT

SOLO FREELANCE DEVELOPER

REACT, NEXT.JS, TYPESCRIPT, RUBY ON RAILS, MYSQL, DOCKER, AMAZON WEB SERVICES (SMS), OPENAI API, RASPBAN LINUX, WEBNFC, FELICA

- Student management system. **Front-desk kiosk: student self check-in and check-out using NFC cards** with e-mail notifications to guardians, attendance

management. Front-end (React/next.js) and back-end (Ruby on Rails). Solely responsible for detailed spec and implementation.

- Student self-study system. Lesson CMS with **ChatGPT integration** to interrogate the contents of the current lesson.

ASTAROS KABUSHIKIGAISHA (KAGOSHIMA, JAPAN) JAN 2024 - PRESENT  
SOLO FREELANCE DEVELOPER

SWIFT, SWIFTUI, REACT, RUBY ON RAILS, MYSQL, DOCKER, REACT NATIVE (IOS, ANDROID), FELICA, CORE NFC

- Custom point card system for business chain. **Native SwiftUI iOS app, React Web app, Ruby on Rails Back-end.** Staff and customer iOS app, with a web app for Android users. Support for collecting/awarding points, participating in an objective-based point collection game, subscription Gacha mechanics with prizes. Support for issuing and scanning physical, NFC (FeliCa) VIP point cards. Solely responsible for detailed spec, design and implementation.

TAP TAP TAP (SAN FRANCISCO, CALIFORNIA) FEB 2010 - JAN 2017  
SOFTWARE ENGINEER

OBJECTIVE-C, UIKIT, SWIFT, PHP, MYSQL, AWS (EC2, S3), GEARMAN

**Camera+, #1 camera app in the App Store.** Responsible for innovative social sharing feature with consolidated back-end for instant sharing to multiple social media with a single client upload, optimized for poor network conditions. Supporting 500K MAU.

MACHEIST (SAN FRANCISCO, CALIFORNIA) JUL 2007 - JUL 2016  
SOFTWARE ENGINEER

PHP, MYSQL, CSS, JAVASCRIPT, JAVA

- Implemented **Alternate Reality Game puzzles** in JavaScript and CSS, applying at-the-time experimental Safari features such as canvas and 3D transforms for target Apple market.
- Responsible for **payment system for software bundle sales**, handling millions of dollars in transactions, refactored implementation to use job queues to handle fulfillment to handle spikes of 100+ sales/second on commodity co-located hardware.
- Real-time web chat engine with Java server and JavaScript front-end
- Rewrote memory management in iOS game, 90% reduction in crashes

## EDUCATION

THE FACULTY OF ENGINEERING AT LUND UNIVERSITY (LUND, SWEDEN) 2003 - 2009

Studied Masters of Software Engineering