

# PAUL VON SCHROTTKY

Remote (Asunción) | +595 981 767 090 | paulvonschrottky@gmail.com | linkedin.com/in/paulvs |  
github.com/guarani

## Senior iOS Engineer

Senior iOS Engineer with 10+ years building high-impact apps across fintech and publishing. At Automattic, led flagship features for Day One, WordPress.com, and Jetpack—including a 3-column iPad layout, a 250K-user migration in 9 months, increased revenue by \$100K+ in 1Y, and a 10% drop in cancellation support in 3 months.

## WORK EXPERIENCE

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### Automattic, Inc.

Senior iOS Engineer | Remote | Full-time

San Francisco, CA | 01/2020 - 04/2025

Drove product and revenue growth across Day One (4.8★, 110K+ ratings, *Apple Design Award*, <https://apple.co/4hgsOjr>), WordPress (4.6 ★, 22K+ ratings, <https://apple.co/44MeTxv>), and Jetpack (4.7 ★, 4K+ ratings, <https://apple.co/408TcoO>).

- Shipped Day One iPad redesign in 3 mo, maintaining 99.9% crash-free sessions (video: <https://bit.ly/3Trdypq>)
- Reduced cancellation-related support tickets by 10% in three months via new subs management UI
- Led Day One CI/CD releases, code freezes, betas, hotfixes, and 28-country localization
- Led iOS/Android team; increased revenue by \$100K in one year (PRs: <https://bit.ly/4nzO1Is>)
- Shipped @-mentions, cross-posts and blocks in official WordPress rich text editor (PRs: <https://bit.ly/4kuarYZ>)

### WeightWatchers

Senior iOS Engineer | Remote | Full-time

New York, NY | 02/2019 - 01/2020

Developed & maintained Weight Watchers (4.8 ★, 2M+ ratings, <https://apple.co/44h3cic>).

- Developed & maintained the app's design system and UI components
- Shipped iPad-specific UI features for the Weight Watchers coaches
- Reduced build warnings by 100% in three months by integrating SwiftLint, including custom rules

### Roshka

iOS Engineer & Team Lead | On Site | Full-time

Asunción, PY | 04/2013 - 02/2019

Shipped and led mobile banking apps for top financial institutions in Latin America, progressing from iOS developer to engineering lead

- Cut dev time & costs by 50% by building a reusable bill payment UI in 12 months, adopted by 6 major banks
- Built banking apps from the ground-up: Banco Itaú, Banco BBVA Paraguay (now BGNB), and Banco Familiar
- Successfully grew a high-performance iOS and Android team from 3 to 9 engineers in 18 months

## SKILLS

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**Core:** Swift, SwiftUI, UIKit, Objective-C, MVVM, App Store Release & Delivery

**Tools:** Xcode, CocoaPods, SPM, Fastlane, Buildkite, CircleCI, Firebase, Crashlytics, Sentry, CI/CD, React Native

**Testing:** Unit Testing, UI Testing, Snapshot Testing, Code review, Postman (API flow automation)

**Other:** Core Data, RESTful API Integration, Caching, Swift Concurrency (Multithreading), JavaScript, Java

## EDUCATION

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### Bachelor of Engineering in Electronic and Computer Engineering

Griffith University

Australia | 01/2008 - 01/2012