



Matin Salehi

Sr. Software Engineer | Mobile Application Developer

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I am a skilled software engineer with ten years of experience leading teams and designing advanced solutions for health-tech, finance, enterprise software, and social networking. I combine strategic leadership with hands-on technical skills, especially in native mobile development, cross-platform using React-Native, and cloud platforms like AWS and Google Cloud. I am known for my innovative problem-solving and my ability to turn product ideas into reality, smooth and pixel-perfect software designs, and integrate complex systems to boost efficiency and growth. I work well with different teams and am dedicated to using technology to achieve great results and help organizations succeed.

TECHNICAL SKILLS:

React-Native (6 years) | Android Kotlin (4 years) | iOS Swift (2 years) |

TypeScript | Kotlin (Coroutines/Compose) | Swift (SwiftUI) | MVVM Architecture Expo | EAS & OTA Updates | CodePush | Branch.io | DeepLinking | MapBox | WebRTC | Apple Watch Integration Redux | React-Query | RTK Query | Axios | OpenAPI | GraphQL | Orval | WebSockets | Firestore | SQLite Tailwind CSS | Shopify ReStyle | GI-react | Storybook | SVG Charts | Formik | Hook Forms | i18next | WCAG AA AWS (Auth/App Engine) | GCP (BigQuery) | Firebase (App Dist/FireCMS) | Next.js | Node.js | Cloudflare | Okta | SSO | JWT | Algolia InstantSearch | Elastic Search | PostgreSQL | MongoDB | Stripe In-App Payment | Twilio (Video/SendGrid) | Sentry | FullStory | Statsig | Google Analytics | Detox | Maestro | RNTL | Unit Testing | TDD | E2E | Git | GitHub Actions | Bitrise | CI/CD | Jira | Trello | HubSpot | Salesforce | Copilot | IntelliJ

- For the past 3 years, I dedicated this expertise to accelerating the growth of Vetster Online Vet, a rapidly scaling, world-recognized startup. I was central to a high-diligence process that successfully served over 20k active users, supported 800+ registered vets, and contributed to a daily subscription rate exceeding 100. For the past 6 years, had focused on Digital Health applications using React-Native, adhering to AA accessibility standards.
- Github Profile: <https://github.com/matin91>
- Portfolio: <http://matinsalehi.ca/>

EDUCATION

2009 - 2014

● **Software Engineering - Bachelor of Science**
[Sharif University of Technology](#)

The nation's leading institution for engineering and physical science disciplines, as is known to be the 'Iranian MIT'. Courses that I've enjoyed the most were Artificial Intelligence, Database Systems, Human-Computer Interaction, Object-oriented Design, Software Architecture, and Web Programming.

2017 - 2018

● **Postgraduate Mobile Application Development**
Centennial College, Canada

The graduate certificate program's courses enhanced my knowledge of different areas of Mobile Development. In addition to core fundamental courses, was exposed to advanced topics in mobile app development, web and enterprise technologies, user interface (UI), user experience (UX), emerging technologies and more.

WORK EXPERIENCE

AUG 2023 - DEC 2025

● **Senior Software Engineer - Mobile**
[Vetster Inc. Toronto, ON](#)

- I stepped up as the Mobile Lead of the "Growtatos" pod to align our next-generation technical architecture with aggressive e-commerce growth targets. The scalable, high-quality code directly contributed to a thriving ecosystem serving over 20,000+ active users and securing over 100 daily subscriptions.
- Drove significant revenue growth by delivering the VetsterRx pharmacy platform, integrating complex cart actions, autoship products, subscription upsells, and fulfillment integrations with partners like PetSmart and Zoetis. Defined organizational benefits for top corporate clients like Amazon and RBC.
- Implemented a highly responsive React-Native ecosystem that utilized Orval and React-Query for seamless API synchronization alongside Redux for precise app-state control.
- Provided essential technical leadership and mentorship, fostering best practices and maintaining quality standards across the team. I enforced a rigorous high-diligence release cadence through comprehensive code reviews and adherence to coding standards, exhaustive technical documentation, ensuring the long-term maintainability and continued evolution of this cutting-edge platform.

NOV 2020 - MAY 2023

● **Lead Mobile Engineer**

MindSea Mobile Development Inc., Halifax, Nova Scotia

Industry-level experience at a leading agency, specializing in cutting-edge technologies including React Native, Android, and iOS. Demonstrated expertise in delivering exceptional mobile solutions for diverse ventures, ranging from health care to insurance agency growth, and exceeding client expectations.

Working with highly skilled developers, leveraging cross-platform frameworks to maximize efficiency and reach, and becoming adept at collaborating with multidisciplinary teams, from designers to QA testers, to ensure seamless integration and flawless execution. Here's my proven track record of successfully completing complex projects within demanding timelines, while maintaining the highest quality standards:

- **The Livy Method** (React-Native): Weigh Loss by Gina allows users to track their weight, water, food, daily journaling, search through the content library, manage multiple program memberships and in-app purchases, handle different timezones, and stay up to schedule. Watch videos through a built-in video player as well as a youtube player and many more. We collaborated closely with the client and engaged and captivate Gina's users on a global scale, bringing them from 0 to 75000 users while maintaining a rating of 4.9 on both stores.
- **99Walks** (Android Kotlin and iOS Swift): Virtual walking challenge designed for women of every age. A Location-based application with integration into Apple Watch and Fitbit. Managed subscriptions, community features, podcasts, and live audio classes.
- **Renaissance** (React-Native): drives organic, profitable growth for insurance agencies. By analyzing your agency's customer data, Renaissance's Agency Growth Partners identify new revenue opportunities, leading to an average commission increase of \$50K.
- And collaborated on many other projects at MindSea, from integrating features or fixing bugs, to brainstorming, and sharing knowledge in different areas with other Senior Developers.

NOV 2018 - OCT 2020

Mobile Application Developer

Newtopia Inc., Toronto, Canada

- As a React-Native Developer at Newtopia, I am responsible for the end-to-end development, modification, and testing of JavaScript code for high-impact mobile applications (Android and iOS) currently used by over 20,000 participants.
- The designated program leverages a habit change platform to empower individuals at risk of developing chronic diseases. The core mission is to reverse these risks by facilitating the development of sustainable, healthy, lifelong habits.
- I collaborate closely with developer, product, QA, and graphic design teams to ensure a flexible, robust, and well-structured front-end architecture and user interface, maintaining a bug-free production environment. I also provide full-stack support, including the creation and modification of APIs using the Salesforce CLI for various project needs, and I'm comfortable navigating diverse project requirements.
- A key accomplishment was spearheading the introduction of Figma for UI/UX design. I created an integrated UI plan for critical new features such as the Dashboard and Coaching Portal. This initiative was highly valued by the Product team as it significantly expedited the development timeline and streamlined the design-to-development workflow.

2017 - 2018

Android Application Developer and Angular Web Developer

WHIMTACH, Toronto, Canada

I worked as a part-time developer on the following projects:

Mobile Technologies Access Centre in Healthcare (WIMTACH) in Centennial.

- Blue Salt Media Frontend project, a next-generation platform for digital signage and media distribution.

- HELIX App. a Power management tool, using IoT, AWS, MQTT, and AI to save energy and lower costs at houses.

2016 - 2018

Android and IOS Developer

Faradade Co, Iran

Started working as a Junior Mobile Application Developer and learned a lot with initializing and implementing new features, optimizing the existing ones, and proactively fixing bugs in different projects. Managed to find enough spare time to work on improving my understanding of Software Architecture and OOP Principles.

~ Petia (e-commerce and location-based online petshop android and iOS app). ~ Carfe (Location-based Cafe Station finding app) ~ Fitbit (Health and fitness app) ~ Chopstick (Decoration assistant app).

2014 - 2016

Android Developer and Web Designer

Sahamyab, Sooren System, Sharif University of Technology, Iran

Sahamyab is the most famous Iranian social network for the capital market and stock exchange. The project started in 2013 when I was working in Sooren as a developer. I initiated the Sahamyab Android app which became a key part of revenue generating platform for the company after 3 years.

MY MOTTO

"Teamwork makes the dream work!"

REFERENCES

I spent nearly two years working with Matin on a client's react native mobile app and web admin panel. He did a fantastic job building some of the most complex features of the app, like the native video player, the calendar, and all the search logic. He was reliable, easy to communicate with, and came in with a great attitude every day, making him a joy to work with. Together, we brought the app from 0 to 75,000 users while maintaining a rating of 4.9 on both the app and play store. He would be a tremendous asset to any team.

Michael McPherson - Development Lead

Working with Matin has been a delightful experience due to his positive attitude, exceptional problem-solving abilities, and excellent collaboration skills. Matin consistently rises to the challenge of solving complex problems, often surpassing expectations and providing creative solutions. His contributions have been crucial in critical situations, ensuring the smooth resolution of issues and bugs. Matin's expertise and dedication make him an outstanding asset to any software development team.

Paul Wareham - Digital Health Product Manager