

BRIAN MCINTOSH

Detroit, MI

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APPLE PLATFORMS PRODUCT DESIGNER AND DEVELOPER

iOS, watchOS, visionOS, Swift, SwiftUI, Xcode

Figma, Photoshop

HTML, CSS, Javascript

WORK EXPERIENCE

FREELANCE / CONSULTING, Dearborn MI 2022 - Present

- Conceptualized, designed, and developed 'Movie Mutts AI', an iOS application that uses generative-AI (DALL-E API) for creating pet artwork.
- Used ChatGPT to super-power my productivity and act as a virtual assistant for various tasks.
- Mastered new technologies, including iOS's Keychain for secure data storage and Apple's In-App Purchasing for monetization.
- Implemented a digital marketing strategy, including the creation of a visually appealing website, a dedicated Facebook Business Page, and an Instagram Business Account to drive user engagement and app downloads.
- Currently have 6 apps live in the Apple App Store.

FORD MOTOR COMPANY, Dearborn MI

2015 - 2022

iOS Engineer and Product Innovation Research Lead

FordPass, FordPass Innovation Team, and Enterprise Connectivity Advanced Engineering Team

- Led development of a prototype Object Recognition | Augmented Reality app for iOS leveraging Unity, C#, XCode, Swift and Wikitude SDK
- Programmed a native iOS plugin to enable communication between iOS and the Unity framework
- Mentored four team members on Unity and provided support for an in-person user desirability clinic
- Developed a web-based Augmented Reality microsite for the 2020 Ford Mustang GT500; site included Google Analytics and a survey form
- Learned Agile ceremonies while working in a pair-programming environment with a large team
- Coordinated migration of 30+ repositories to GitHub Enterprise with DevOps Team
- Investigated 3rd party SDKs and created prototypes to test new functionality
- Led development of GoRide! Ride-Hailing Apps for Dearborn Shuttle Service
- Designed and guided development of an iOS ride-hailing app for Ford's Dearborn Shuttle Service to Ford's 100+ building locations
- Created an iPhone app for riders and an iPad app for 15+ shuttle drivers
- Coordinated field testing of apps with riders and shuttle drivers using 20+ pre-loaded iPads

CARBON MEDIA GROUP, Troy MI

2014 - 2015

Smart Tv App Developer

- Mapped out design and developed and tested a Samsung Smart TV app for CarbonTV.com in five months
- Managed certification and deployment process by working with Samsung Seller Office

IWERK, Royal Oak MI

2013 - 2014

iOS and Web Developer

- Programmed iOS apps using Objective-C and XCode based on storyboards from external design team
- Learned iOS frameworks to call REST APIs to populate a UI, display MapViews, save preferences to UserDefaults; also used AVFoundation and CoreAnimation

MERIDIANRX, Detroit MI

2012 - 2013

Mobile App Developer

- Implemented new feature requests for MeridianRx's consumer apps on iOS and Android
- Served as primary customer support for all users of MeridianRx's mobile apps, responding to a dozen emails per day

EDUCATION

B.S., Scientific and Technical Communication, Michigan Technological University, Houghton MI
Majored in Chemical Engineering

ACHIEVEMENTS

North American Hackathon Winner at Ford Motor Company
My Apple Watch Game (Outpost Defender) Was Featured in MAC|Life Magazine
Earned Top Achiever on Ford's Advanced Engineering Team