

LUKE JAMES STRINGER

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PROFILE

Accomplished Head of Engineering with 15 years of experience scaling cross-functional teams and delivering high-traffic mobile and web applications. Proven track record of guiding technical strategy, executing complex architectural migrations, and cultivating high-performing engineering cultures. Passionate about aligning technical delivery with business objectives and mentoring the next generation of technical leaders.

TECHNICAL SKILLS

- Swift, Objective-C, SwiftUI, UIKit
- JavaScript, TypeScript, React Native
- Dart, Flutter
- Signing, Provisioning, Fastlane, xcodebuild
- Git, Submodules, Ruby Gems, Bundler
- Claude, Gemini
- Xcode, Fork, Postman, VS Code, Unix
- REST, SOAP, XML, JSON, GraphQL
- App Store Connect, TestFlight, Google Play Console
- GitHub, GitLab, RevenueCat, Grafana, Dynatrace, Launch Darkly, DataDog, Bugfender
- Jira, Confluence, Miro, Lucid, Figma, Google Suite, Office 365

CAREER SUMMARY

Head of Engineering - Member Experience, Tide — August 2025 - Present

Tide is a Financial and Banking Platform for over 1.5 million SMEs in the UK, Germany, France, and India.

- Led the engineering output of 3 cross-functional teams comprising 15 engineers across Flutter, Backend, and Angular, whilst line managing and mentoring Engineering Managers and Senior Engineers, setting SMART goals aligned to quarterly OKRs.
- Defined and championed a new technical strategy to consolidate all mobile and web development into Flutter. Communicated this vision from the C-Suite down to engineering chapters, subsequently managing the upskilling of 39 Angular engineers in Flutter to significantly increase engineering efficiency.
- Directed the adaptation of Flutter design system components to migrate legacy Angular experiences, ensuring a consistent user journey across different platform capabilities.
- Orchestrated the migration of 5,000+ localised copy strings from frontend and backend systems into Lokalise. Implementing automation that halved copy delivery times across all engineering teams and locales, speeding up the translation process for supporting Hindi.
- Drove the launch of a consolidated Pay tab integrating widgets from 10 business units into a single, personalised, mobile interface, managing phased rollouts across multiple countries and KYX levels to guarantee platform stability.

Tech Principal, AND Digital — October 2021 - August 2025

AND Digital is a digital consultancy aiming to close the world's digital skills gap.

- Joined as a Tech Lead to refocus my career on my primary interests of mobile application development and technical leadership.
- Promoted to Tech Principal in recognition of my work delighting clients, winning new opportunities, and mentoring developers in engineering and leadership skills for their client work.
- Led decision-making on resourcing, business development strategy, hiring and promotions, while optimising the balance between client needs and employee engagement as a member of the operations leadership team.
- Collaborated with the Marketing and Client Partnerships teams to develop and win new business, including with Sky, Travel Chapter, Carnival Cruises and LightSpeed Broadband.

- Implemented an approach to training and hiring technical skills in native and cross-platform development. I created and ran a 2-day native iOS development course to upskill 20 developers in Swift, Xcode, SPM, and XCTest.

Tech Lead, Jaguar Land Rover (via AND Digital) — August 2024 - August 2025

Jaguar Land Rover is launching a new, unified luxury-experience app for all its vehicles and brands.

- As a native hands-on iOS developer in the Brand Experience squad, my role was to implement features driven by content from the Adobe Experience Manager CMS. I used SwiftUI, XCTest and Redux.
- In a leadership role, I effectively coordinated many technical workstreams to implement a consistent localisation approach for the diverse markets and languages the application would serve. My leadership created a clear vision and approach, which built confidence in the team and stakeholders.

Tech Lead, My Sky (via AND Digital) — December 2021 - December 2023

Over 6 million users across iOS and Android use the My Sky app. It is the primary way customers manage their Sky products, configure their WiFi Max Routers, and administer their accounts.

- In late 2021, I played a pivotal role in AND Digital's pitch to Sky for a project to re-platform the My Sky app from Native iOS and Android to React Native, enhancing release speed and software quality.
- Outlined the strategy for re-platforming and decoupling from legacy systems, implementing this with a single squad, then scaling to 7 squads with 60 team members.
- Planned and led the launch of the new app in 2023, ensuring a smooth migration for customers from the old version to the latest, using phased rollouts to monitor and fix issues.
- Collaborated with other Tech Leads at Sky to embed skills in TypeScript and React Native development, testing and deployment, enabling frequent releases each sprint.

Head of Development, 3Squared Ltd — 2018 - September 2021

3Squared builds safety and operations software for Freight and Passenger Rail Operators in the UK.

- Led a team of 25 developers (Native iOS, Native Android, ASP.NET, Vue.js) to build the RailSmart software suite. Implemented a cohesive and inclusive team vision and management approach.
- Recruited at multiple levels (Graduates to Senior Engineers), growing the team by 50% during the first year of my leadership. Implemented a graduate scheme to train and mentor junior developers.
- Designed and embedded a technical strategy to move to SaaS, focusing on simpler, consistent tech stacks and approaches across different platforms and 20+ codebases. Standardised reusable packages with SPM, NPM, and NuGet, using them across the product suite in new and old projects.
- Planned and managed technology transitions, including CocoaPods to Swift Package Manager, ASP.NET Web Forms to Vue.js, Octopus Deploy to Azure DevOps, and on-prem GitLab to GitHub.
- Mentored developers new to leadership, allowing me to manage the larger team through them.
- Managed team resourcing, identifying developers with the right technical and soft skills for projects.
- Defined the web API architecture to integrate with systems at Network Rail. Worked with internal and external technical teams to implement a phased approach to integration with our applications, with longer-term goals to offer the solution as a product to the broader market.
- Owned technical sales activity, working on bids and tender documentation to win big contracts with Network Rail and HS2. Defined technical approach to delivering software in multi-year iterations.
- Managed a quick transition into remote work in March 2020. Adapted my communication approach and the team structure to better suit remote work, supporting individual team members personally.

Head of Mobile, 3Squared Ltd — 2015 - 2018

- Led a team of 6 iOS and Android developers, supporting and guiding their technical and professional development through 1-2-1s, goal setting and appraisals.

- Planned and managed the transition from Objective-C to Swift (starting at version 2.2) and defined our best practices for migration and interoperability. All new projects used 100% Swift after 2017, and older, larger Objective-C codebases were transitioned as needed.
- Standardised iOS components into small, reusable packages, first with CocoaPods and then SPM. Used them across all new and old projects and open-sourced as [The Peak Framework](#) on GitHub.
- Provided technical leadership and iOS development on projects with tight timelines and challenging clients. I also kept clients updated and partnered with Project Management to inform company directors of progress.
- Worked as part of the Operational Management Team to implement new policies such as Agile rituals, standardised appraisal approaches, and inclusive recruitment principles.
- Responsible for managing the company's App Store Connect and Enterprise Developer Accounts and supporting the setup and administration of customers' Apple accounts and MDMs.
- Reduced errors and saved time by automating builds. Used Ruby and xcodebuild to standardise app versioning and signing. Released for QA and production (App Store) using Team City on a Git push.

Senior iOS Developer, 3Squared Ltd – 2012 - 2015

- Trained the team in XCTest and TDD, as well as best practices for Git and branching with Git Flow.
- Estimated, designed and built multiple native iOS apps in the RailSmart Suite.
- Specialised in data synchronisation performance, identifying the best approaches for core data, threading, web API calls, and JSON serialisation.
- Completed a research project for Crossrail. Used iBeacons, Core Location, and trilateration to determine user position. Ran trials at the Bond Street site and wrote a recommendations report.

PERSONAL PROJECTS

Leeds Mobile – www.leedsmobile.com

- Organised, promoted, and ran over 30 monthly events since September 2023, hosted at 21 local businesses, with 38 unique speakers.
- Awarded the Super Organiser badge on meetup.com in recognition for consistently running events, with a 4.8 average score across 122 ratings and 932 members.
- Secured annual sponsorship to support the running of the event from 3 partner organisations.

Public Speaking – stringer.dev/talks

- Topics: Technical Leadership, Mobile Development Approaches, Git Best Practices, History of the Smartphone, Careers in STEM
- Events: All Day Hey 2025, DevTalks Romania 2023, iOSDevUK 2022
- STEM: University of Sheffield, Sheffield Hallam University, Forge Valley School Sheffield, Leeds City Academy, Bishop Young Academy Leeds, Glossopdale School

EDUCATION

University of Sheffield 2008-2012 - First Class Masters Degree (with honours) in Software Engineering

OTHER INTERESTS

I enjoy solving Rubik's cubes, attending conferences, and spending time with my partner and 7-year-old son.