ANTHONY NEWELL

Senior iOS Engineer · Software Engineering Manager

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SUMMARY

Software engineer with nearly three decades building production systems, shipping native iOS applications since 2012. Led mobile development teams at Walt Disney Parks and Resorts and Doctor on Demand, ran an iOS consulting practice, and managed IT staff and software engineers at a manufacturing business for 7 years. Currently hands-on building mobile apps, most recently lead developer of KIN Resonance Lab, a real-time audio application on the App Store.

TECHNICAL SKILLS

Mobile Swift, SwiftUI, UIKit, Objective-C, iOS, iPadOS, Android, mobile SDK design, App Store release management

Audio & Signal Real-time pitch detection, frequency and harmonic analysis, tone synthesis, tuning systems, tempo engines

Backend & Web Python, PHP, SQL, REST APIs, static site generation, ETL pipelines, n-tier application servers

Data Elasticsearch, SQL Server, Oracle, Informix, relational schema design, data migration

Practice Agile delivery and release cadence, CI/CD (Jenkins, GitHub Actions, Xcode Cloud), technical hiring, mentoring, crash-rate and performance optimization, single sign-on

RECENT EXPERIENCE

Fractional CTO

2026 - Present

Habvia, Central American Real-Estate Marketplace

- Own the technical roadmap for habvia.com, a real-estate marketplace positioned to grow into the regional MLS for Central America.
- Run the production WordPress platform; published the blog content catalog that more than tripled monthly organic search impressions and improved average search position from the 40s into the low 30s (Google Search Console).
- Own the custom platform architecture now in design, and the content-expansion roadmap for Mexico and Guatemala.

Lead Developer

2026

KIN Resonance Lab, KIN LLC (contract)

Native mobile sound-therapy application spanning real-time audio analysis, synthesis, and subscription commerce. iOS shipped to the App Store; Android in development.

- Built an instrument tuner supporting both 432 Hz and 440 Hz reference pitch, and a voice analyzer that measures vocal fundamental frequency and surfaces harmonic content in real time.
- Implemented a tanpura-style drone generator that tunes itself to the user's vocal fundamental, plus a harmonics module covering the circle of fifths, pentatonic scales, and interval matching.
- Developed a tap-tempo rhythm trainer with note-division control, and tempo-guided breathwork sequences built on the same timing engine.
- Shipped monthly, annual, and lifetime in-app subscription tiers gating the full toolkit.

App Store: https://apps.apple.com/us/app/kin-resonance-lab/id6760957218

Founder

2025 - Present

Day to Day Dementia

Online membership giving families and caregivers practical resources and community for the daily realities of dementia care.

- Built and operate the entire platform solo, including a custom Python pipeline that generates and publishes the static HTML site.
- Own product direction, content production, and community operations end to end.
- Authored and published The Seven Stages of Dementia (2026), a 263-page caregiver's guide to Alzheimer's and dementia, available on Amazon.

PROFESSIONAL EXPERIENCE

Owner

2021 - 2024

Sweet Necessities / Bigfoot Candy Company, Enumclaw, WA

- Grew a retail candy and ice cream shop into a wholesale confectionery operation, then sold the business.
- Established production and distribution processes that supported the shift to wholesale volume.

- Built wholesale partner relationships that produced recurring revenue.

Software Engineering Manager 2020 - 2021
Doctor on Demand, San Francisco, CA

- Managed a cross-functional team of 7 engineers integrating live doctor calls into native mobile SDKs for distribution through partner apps.
- Recruited and onboarded engineers onto the mobile team.

Mobile Sustaining Engineer 2019 - 2020
Doctor on Demand, San Francisco, CA

- Designed and implemented Mobile Single Sign-On across the native iOS and Android applications.
- Reduced the mobile crash rate by 10% through sustained triage and optimization.
- Rewrote the core networking layer of both mobile apps to migrate onto new backend APIs.

Career break, 2016 — 2019: full-time caregiver for a spouse with early-onset Alzheimer's disease.

iOS Tech Lead 2014 - 2016
Walt Disney Parks and Resorts, Seattle, WA

- Led technical development of the My Disney Experience iOS app across five releases with a team of seven engineers.
- Cut the app crash rate from 6% to 0.4%.
- Established the agile process and release cadence for the studio and the broader mobile team.

Senior iOS Developer 2013 - 2014
Disney Cruise Lines, Seattle, WA

- Authored an in-app chat feature and validated it shipboard under live network conditions.
- Refactored the codebase for reuse across projects and adapted it to an evolving service API.

iOS Practice Lead 2012 - 2013
Ratio Interactive, Seattle, WA

- Ran the iOS practice as a standalone business unit with P&L responsibility for staffing, budget, quality, and delivery.
- Shipped iCookbook 2.x through 3.3, the eMarketer iPad app, All Recipes Video, BooksILove, and a confidential remote desktop client.
- Served as lead iOS consultant at ShareBuilder / Capital One.

Manager of Information Technology 2005 - 2012
OMAX Corporation, Kent, WA

- Managed a team of IT staff and software engineers for seven years as the highest-seated IT professional, reporting to the COO and presenting quarterly to the Board of Directors.
- Designed and built a custom web-based ERP system from scratch in PHP.
- Recovered a failed ERP implementation, then upgraded the legacy system and integrated it with supplemental systems.
- Built a repeatable ETL process for data migration into the new system.
- Developed lean manufacturing processes and supporting software, cutting inventory 15% and raising shop-floor efficiency 20%.

EARLIER EXPERIENCE

Senior Software Developer & Analyst — TransGroup Worldwide Logistics, Seatac, WA 2001 - 2005
Delphi Developer — Eden Systems, Seattle, WA 2001
Senior Delphi Programmer & Analyst — ParaMatrix Solutions, Seattle, WA 1998 - 2001
Software Engineer — SI Technologies 1996 - 1998
Computer Technician — IBM (Boeing Computer Support) 1995 - 1996
Founder — Newellar Enterprises & Wopple Topple, LLC (web and mobile app development)

EDUCATION & TRAINING

B.S., Electronics Engineering Technology — ITT Technical Institute, Seattle, WA (Honors)
Lean Production Certificate Series — Green River Community College, Auburn, WA
Borland Delphi: Client/Server Foundations, Advanced Client/Server, and Component Writing training