# Miha Novak

<u>LinkedIn</u> <u>GitHub</u>

I am a Senior Software Engineer especially interested in building magical mobile experiences, scaling systems up, and shipping reliable applications. I am a good mentor and have several years of experience leading a smaller team on different projects. I enjoy designing a maintainable and scalable codebase with appropriate tests and monitoring it in production.

# **Technologies and Languages**

Languages: Java, Kotlin, Typescript

• Technologies: Android, Angular, NodeJs (Express), MongoDB, MySQL, BigQuery, Git (GitFlow)

• Other: Data structures and algorithms, AdTech, Frontend

# **Work Experience**

#### **Senior Software Engineer**

Playgap

Mar 2024 – present

Android Lead (fully remote)

- Created the Android Ad SDK used by publishers like Outfit7, TapNation and others, with 100k DAU in the first two
  months after release.
- Optimized the SDK from memory and CPU standpoints through periodical profiling.
- Monitored Android **performance** through analytics events and made decisions based on data.

## **Senior Software Engineer**

Turtl

Feb 2022 - Mar 2024

Core Product team - Team Lead (fully remote)

- Became Frontend Team Lead in a team of 6 engineers in Nov 2023.
- Created **PDF-to-Turtl** importer which was the **most** requested feature from clients in company history with tools from OpenAI, Adobe, Mozilla, AWS Rekognition (**1 year development**).
- Doing both Frontend and Backend tasks (Fullstack) in Angular, NodeJs (Express), AWS Lambdas.
- Worked on implementation of **custom adapters** and **UI** for core Turtl product **CK5 Editor** integration.

#### **Senior Software Engineer**

**HomeClinico** 

Oct 2021 - Jan 2022

Co-founder (fully remote)

- Created the architectural design of the Mobile app and created Android from scratch. Used sensors, **augmented reality**, Kotlin, Room, and Android Studio Profiler to check the performance.
- Created a WordPress/WooCommerce site and optimized the speed by 55% with caching, media compress, and DNS.
- Integrated Billing and Analytics support to Wordpress/WooCommerce and Android and monitored the traffic.

#### **Senior Software Engineer**

Outfit7

Jan 2021 - Oct 2021

AdTech team - Android

- Lead Project and Android Engineer of the in-house Consent Management Platform with worldwide legislation support (GDPR TCF v2.0, COPPA, CCPA) (1 year). Outfit7's whole user base (700M users) had to interact with it. Lead a cross-platform dev team (iOS, Backend, and Frontend) with constant communication with the Legal team. Used Kotlin, architectural patterns, automated tests (unit, integration), events/revenue/crashes monitoring.
- Mentored 3 newcomers on the internal Ad Library and the basics of Mobile Advertising until full proficiency.

Software Engineer III

Outfit7

2018 - 2021

AdTech team - Android

• Lead Android Engineer of the complete Ad Library refactor to support Mobile Headerbidding Advertising (2 years). Used Java, architectural patterns, multithreading, tests (80% CC). Shipped to all Outfit7 apps or 100M daily users.

- Created a Server-to-Server Ad creative (static, video, enriched video) rendering engine within WebView (6 months). Introduced Kotlin to the AdTech Android team which became the default language for all future projects.
- Head Android code performance checker/debugger (memory, CPU, leaks) of the multithreaded Ad Library with the Android Studio Profiler. Reduced memory crashes by **10%** and advised external SDK partners on code optimizations.
- Integrated Gameloft rewarded playable Server-to-Server ads and debugged their HTML/Javascript Ad creatives.
- Have worked fully remotely since March 2020. The personal efficiency increased greatly.

Software Engineer II Outfit7 2016 – 2018

AdTech team - Android

- Head Android and iOS Server-to-Server Ad integration engineer. Collaborated with **10 external** partners and was their main technical contact. Used Java, JavaScript, and HTML for Ad integration.
- Created the **first** HeaderBidding proof of concept and presented it to an external partner MAX (bought by Applovin)
- Created a Banner Ad identification system for detecting ad providers of inappropriate ads from screenshots. Used by the QA, AdOps, and Customer Support departments. Used Java and custom algorithms to create a web app.
- Monitored revenue/KPIs for the whole AdTech Android traffic daily. Used BigQuery and MySQL.

### **Junior Software Engineer**

Outfit7

2015 - 2016

Native team - Android

- Complete UI refactor of Talking Tom 1 Android game shipped to **500.000** users and added Android TV support.
- Created 2 minigames for the Talking Tom 2 Android game, played by 200.000 users.

# **Junior Android Engineer**

Infinum

2015

Slovenian Android team

- Created 2 Android apps for external clients used by **10.000** users.
- Collaborated with **remote** cross-platform teams (Frontend, iOS, designers, product managers) and external partners.

## **Education and Certifications**

• **B.Sc. Computer Science,** Faculty of Computer and Information Science, Ljubljana (25/30 subjects)

**2014 – dropout** 

#### **Projects**

- Programmer's Guide Slovenia is a collection of useful Slovenian Developer Facebook group posts, resources, and
  meetups that help kickstart the career of new programmers. The project reached 150+ stars on Github and is used
  by more than 1.000 programmers and non-technical people. See the source on Github.
- **Broccoli** Slovenian real estate scraper for personal use. Modern API design principles and concepts with Java backend and a **Kotlin** Android app. See the blog post on <u>my blog</u>.
- DrinKing a prototype for an automatic beer dispenser with an Android app payment system. Used Python (Flask) for RBPi client-side, JavaScript/HTML/CSS for user interface, and Java for the backend. Check more on it on my blog.
- **CountOnMe** a sophisticated item counter. The app was made in **Flutter** (Dart) and the Android app was submitted to the Google Play store. As part of Flutter, it uses best practices in declarative programming. More on <u>my blog</u>.
- **Technical blogging** on <u>mihanovak1024 blog</u>. Popular articles include *The Evolution Mobile Ads* and *First Startup Experience*.

#### Interests

- Volunteer Firefighter with 20 years of membership
- Inline Hockey player with a local inline hockey team (2018 champions of Slovenian 2nd league)