

TAHA GABRE

iOS Engineer

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EXPERIENCE

The Knot Worldwide — Senior iOS Engineer *May 2025 – Present*

- Shipped WeddingPro's first native messaging app from scratch — a SwiftUI, strict Swift concurrency application shipped from zero to MVP in five months, driving paid MAU to 24% (vs. a 10% target) within the first 30 days and a 3.7× sessions per user per month lift over the legacy app
- Launch drove a 35% spike in daily active users and a 22% YoY increase in Return-to-Lead rate, while cutting median vendor response time from 5.9 hours to 1.5 hours
- Engineered a modern redesign of the message composer, featuring drag capability and a borderless, rich text editor, garnering 200K successful inbox replies over 3 months
- Built an AI assistant flow that crafts a message resembling the user's tone with full context of the current conversation, and takes into account any of their preset messages in the backend
- Architected a modular and reusable networking layer using only Swift Foundation, delivering 2× faster app load times
- Collaborated with backend engineers to implement token refresh, ensuring users stayed authenticated without interruption mid-session or after stepping away from the app
- Drove the implementation of the Inbox screen, working closely with product and design on interaction patterns, state management, and polishing UI
- Extended the networking layer to support attachment uploads within defined business constraints (file type, size limits), enabling users to send images, PDFs, and documents to potential customers
- Implemented push notifications, remote error reporting, and a snackbar notification system built on existing design components, setting a quality and consistency bar for micro-interactions while surfacing user-facing failures gracefully
- Monitored remote error logs post-launch to squash silent failures, sustaining 99.9% crash-free sessions
- Introduced GitHub Actions workflows to automate release branch creation and PR management

URBN — iOS Engineer *July 2021 – May 2025*

- Owned the Back-in-Stock feature end-to-end across all three brands, touching the entire user journey from the Product Detail Page through sign-up and confirmation
- Led the customer retention iOS vertical, including authentication, token management, memberships, and user profiles across all three apps
- Developed a native return and exchange flow to replace an underperforming vendor solution
- Introduced a chat support bot feature across all apps in direct response to customer complaints
- Refactored the authentication flow to present contextually anywhere in the app, reducing friction in a high-stakes user journey
- Delivered orchestration REST APIs consumed by both iOS and Android teams
- Maintained under 0.5% crash rate across three apps serving 350K+ daily active users

SKILLS

Languages: Swift, C#, TypeScript, Python

Frameworks & Tools: SwiftUI, UIKit, Xcode, XCTest, Swift Testing, Node.js, Git, Jenkins, Jira, Contentful, Proxyman, Firebase, Salesforce, Swift Package Manager, GitHub, XcodeGen, MixPanel

Practices: MVC, MVVM, Coordinator, Protocol-Oriented Programming, Swift Concurrency, REST, Agile, CI/CD

EDUCATION

Drexel University — Bachelor of Science in Computer Science *June 2021*