

Parsa Nasirimehr

Lead Mobile Developer & Tech Lead

Stockholm, Sweden

[linkedin.com/in/parsanasirimehr](https://www.linkedin.com/in/parsanasirimehr)

github.com/TheRogue76

p.nasirimehr@gmail.com

+46732013142

Lead mobile developer with 7+ years shipping iOS and Android apps at scale. Currently multiplatform lead for the McDonald's app, serving 50M+ users across multiple markets. Maintained lottie-react-native (17k★ on GitHub). Expert in Swift/SwiftUI, Kotlin Multiplatform, and React Native.

Work Experience

Lead Mobile Developer & Tech Lead

Umain

Feb 2024 - Current

- Lead mobile payments development for McDonald's iOS and Android apps, powering checkout for 50M+ users across multiple markets.
- Built the core Apple Pay and Google Pay flows for new payment service providers and integrated third-party payment services such as Adyen, MPGS, KCP, AsiaPay and Midtrans.
- Reverse-engineered Firebase's deprecated Deferred Deep Link service and re-implemented it as a first-party solution, preserving seamless web-to-app journeys - users land on the intended screen whether or not the app is already installed.
- Reduced iOS memory usage by 50% through in-depth profiling of high-traffic areas of the app.
- Authored the roadmap for migrating the app's mobile ordering to the new architecture; core contributor to the new Mobile Order & Pay architecture.
- Leveraged technologies: Swift, SwiftUI, Fastlane, Kotlin Multiplatform

Senior Mobile Developer

Diet Doctor

Jan 2022 - Feb 2024

- Built and maintained the in-app purchase infrastructure across iOS and Android for the Diet Doctor and Hava apps.
- Shipped the redesigned Home tab, profile screen, and onboarding flow; validated features with A/B tests against defined targets.
- Implemented Google, Facebook, and Apple sign-in, cutting sign-up friction and increasing app adoption among existing web customers.
- Helped ship Food Match, a food detection and recommendation feature that increased app retention.
- Maintained a minimum 99.9% crash-free rate in every release.
- Leveraged technologies: React Native, Objective-C, Kotlin, Firebase, Facebook SDK, Apple Authentication

Mobile Developer

Appetit

Jun 2021 - Jan 2022

- Built the latest version of AppetitFit, a workout app connecting coaches and clients, with step tracking via Apple HealthKit and Google Fit, Google sign-in, and a workout recommendation system.
- Developed AppetitLife, a companion lifestyle app featuring audio podcasts and short exercise videos.
- Leveraged technologies: React Native, Objective-C, Java, Firebase, Apple HealthKit, Google Fit

Front-End Developer

Yarandaryan

Jul 2020 - Jun 2021

- Built internal store-monitoring and analytics dashboards, CI/CD pipelines, and the first pages of a new cashier system in React and Electron.
- Optimized the cashier printing service to run quickly even on low-end hardware; integrated third-party delivery services such as Snapp.
- Leveraged technologies: React, React Router, TypeScript, Material UI, Kendo Grid

Mobile Developer

New Generation Network Engineering Co. Ltd.

Jun 2019 - Jul 2020

- Worked on Xapa, a cryptocurrency wallet and exchange app: core exchange features, 2FA, and full internationalization and RTL support - documented in a [Medium guide on RTL in React Native](#).
- Leveraged technologies: React Native, Objective-C, Java, Flow, Redux, Redux Saga

iOS Developer

Freelance iOS Developer

Jan 2019 - Jun 2019

- Delivered iOS projects for a range of clients.
- Leveraged technologies: Objective-C, Swift, UIKit, RxSwift

Volunteering

Open Source Contributor

- Maintained [lottie-react-native](#) (17k★) - the Lottie animation wrapper for React Native.
- Member of the React Native New Architecture working group (2021 - present), helping drive the ecosystem's migration to JSI, TurboModules, and Fabric.
- Contributor to [React Native](#), [CocoaPods](#), and [GRMustache.swift](#).

Talks

CocoaHeads Stockholm 2025

["gRPC on iOS: Smarter APIs"](#)

Education

Bachelor of Science in Computer Engineering

K. N. Toosi University of Technology

2016 - 2020

Skills

Swift | SwiftUI | Kotlin Multiplatform | React Native | TypeScript | GraphQL | Redux | MobX |
Firebase | GitHub Actions | CircleCI

Languages

Persian Native

English Native