

Ruben Macias

Lead Mobile Engineer

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SUMMARY

Twenty-four years of building software. Twelve-plus in production mobile, across cross-platform and native. Founding co-architect of the Cinemark Theatres app since 2013 — 4.9 App Store rating with 820K+ ratings, live in production today. I build across .NET MAUI, Xamarin, React Native, and native Android with Kotlin. I design the CI/CD pipelines that ship the apps, manage App Store operations end to end, and lead the engineering teams doing the work.

EXPERIENCE

Senior Consultant

Quisitive — Irving, TX (Remote) January 2019 – Present

- Founding co-architect of the Cinemark Theatres app — 13 years in production, 4.9 App Store rating (820K+ ratings), 4.6 Google Play (108K+ reviews), millions of active users.
- Key contributor to the migration of the Cinemark app from Xamarin.iOS/Android to Xamarin.Forms: 100+ screens, completed in three months, app live in production throughout.
- Rebuilt four fragmented CI/CD pipelines into a single unified Azure DevOps system with automatic build versioning and release branch tagging, enabling 12+ production releases per year.
- Led the mobile side of an OAuth2 authentication migration using Keycloak and MSAL.NET.
- Designed and developed a sports training app using React Native and TypeScript with offline-capable scoring for coaches in the field.
- Designed and implemented RSA and AES encryption for customer payment data protection.

Android Technical Lead & Mobile Developer

Baylor Scott & White Health — Dallas, TX July 2016 – January 2019

- Reduced Android crash rate from 300+ per day to under 1%, lifting Google Play rating from 3.5 to 4.5 stars.
- Cut APK size from 40MB to under 24MB through resource auditing, image optimization, and correct release build configuration.
- Led Android team (5 on-site + 3 offshore) through a full rewrite from Xamarin.Android to native Kotlin + React Native hybrid architecture.
- Built CI/CD from scratch using VS App Center; configured self-hosted macOS Azure DevOps agents, enabling cloud iOS and Android builds.
- Established coding standards and code review procedures across an 8-person blended team using .editorconfig, KLint, and Azure DevOps.

Consultant

Quisitive (RBA Consulting) — Irving, TX January 2011 – July 2016

- Co-founded the Cinemark Theatres mobile app in 2013, building the iOS platform and shared architecture layers from day one using MonoTouch and MVVMCross.
- Rewrote the Cinemark app from PhoneGap/Cordova to Xamarin.iOS and Xamarin.Android, significantly improving performance and developer experience.
- Built an Android app for a national health insurance company (Xamarin.Android) enabling customers to view claims and access insurance details.
- Created CI/CD pipelines using Jenkins and TestFlight for continuous testing across development, QA, and product owner teams.

Lead Software Engineer / Software Engineer

Leonardo DRS — Dallas, TX 2003 – 2011

- Promoted to Lead Software Engineer; mentored and led 5 developers through a platform modernization from VB6 to C#.
- Designed and implemented automated engineering test software for infrared sensors using .NET 1.1, replacing a fully manual process.

TECHNICAL SKILLS

Cross-Platform Mobile: .NET MAUI · Xamarin.Forms · Xamarin.iOS · Xamarin.Android · React Native · Expo · MVVMCross

Native Mobile: Kotlin · Native Android · iOS SDK · APNS · Apple Wallet · Code Signing · Provisioning Profiles

Languages & Backend: C# · TypeScript · Kotlin · .NET Core · .NET Web API · Azure App Services · Azure Functions · Entity Framework · Azure App Configuration

CI/CD & DevOps: Azure DevOps · VS App Center · Firebase App Distribution · BrowserStack · TestFlight · Jenkins

App Store & Delivery: App Store Connect · Google Play Console · Submission Strategy · Rejection Prevention · Release Operations · Sentry.io · Firebase Crashlytics

AI Development Tools: GitHub Copilot · Claude Code · GH-300 (in progress)

EDUCATION & CERTIFICATIONS

Bachelor of Science, Computer Science · Southern Methodist University, Dallas, TX

Microsoft Certified: Azure Fundamentals (August 2019) · Microsoft Certified: Azure AI Fundamentals (November 2025) ·

GitHub Foundations Certification (GH-900) (February 2026) · GitHub Copilot Certification (GH-300) (In progress — expected 2026)