

Giorgia Marenda

SENIOR SOFTWARE ENGINEER, IOS

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Senior iOS engineer who values teamwork, clear communication, and steady improvement. Has worked on consumer apps and SDKs, supported teammates through mentorship, and helped teams deliver stable, user-focused products.

PROJECTS

iOS Genesis — github.com/giorgia/ios-genesis Ongoing

A Claude Code plugin that builds iOS apps with a team of seven specialist AI subagents — architect, UI designer, developer, visual verifier, test engineer, code reviewer, and release manager — orchestrated through a 9-phase pipeline with human checkpoints, simulator-in-the-loop visual verification, a real GitHub PR review loop, and a resumable state machine.

WORK EXPERIENCE

Quizlet — NYC 03/2026 – 06/2026

Senior iOS Engineer, Ads Team

- Integrated the Nimbus ads SDK and rearchitected the ads analytics layer; led an in-flight migration to Snowplow for web tracking parity.
- Architected a multi-agent AI pipeline using Claude Code, orchestrating specialized agents for coding, code review, security testing, documentation, data analysis via BigQuery, and cross-platform divergence detection. Toolchain included Jira, GitHub Actions, Confluence, and GitHub PRs.

Snap — NYC Jan 2025 – Dec 2025

Senior Software Engineer

- Member of the Ads Client team, driving high-impact initiatives to increase revenue. Improved ads platform infrastructure by optimizing cache performance and delivering high-quality signals to ranking teams for better ad targeting.
- Integrated AI-powered development tools (Cursor) to prototype, debug, and test features faster, reducing iteration cycles and improving code reliability.

GIPHY — NYC Sep 2022 – Aug 2024

Staff Software Engineer, iOS

- Managed and mentored a diverse team of developers, fostering a collaborative and growth-oriented work environment.
- Led the adoption of modern development practices like SwiftUI and MVVM, resulting in 99+% crash-free apps.

Senior Software Engineer, iOS Nov 2017 – Sep 2022

- Led iOS development for the GIPHY Mobile App (~7M MAU) in Swift, working closely with product and design to ship high-quality features on schedule.
- Architected and launched the first version of the GIPHY SDK, delivering ~1.5B impressions in the first year and enabling seamless integration into third-party applications.

Huge — NYC Jan 2016 – Oct 2017

Software Engineer, iOS

- Led a team to build an internal e-commerce app and an interactive office map for macOS.
- Worked on the Muzik Connect app and its accompanying SDK, facilitating Bluetooth communication between devices and headphones.

SumAll — NYC Oct 2014 – Dec 2015

Software Engineer, iOS

- Solely responsible for iOS development of a data analytics tool that integrates with over 50 platforms, aiding digital marketers and social media managers.

H-umus — Italy Aug 2010 – May 2013

Software Engineer, iOS

- Developed a high-fashion catalog app for iPad, working with renowned fashion brands.

SKILLS

- Mobile Applications
- iOS Development
- Technical Leadership
- Engineering Manager
- Agile Methodologies
- MVVM
- REST APIs
- Xcode
- Swift
- UIKit
- SwiftUI
- Git
- Cursor
- Claude Code

EDUCATION

Università degli Studi di Padova

Master in AI (unfinished)

Italy · Oct 2008 – Dec 2010

Bachelor in Computer Science

Italy · Oct 2003 – Dec 2008

CERTIFICATIONS

Certified ScrumMaster

Scrum Alliance

Feb 2016 – Feb 2018

AWARDS

Two Webby Awards, 2024

GIPHY Mobile App — Services & Utilities category

May 2024