

Michael Siddi

Mobile Development Manager

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Summary

Mobile Development Manager with 15 years of experience delivering apps and SDKs across iOS and Android, from solo development to leading teams. I have contributed to more than ten published apps, including DoveConviene (Shopfully) and indoona (Tiscali) - both reaching #1 in the App Store and Google Play globally.

At Smile.CX, I lead development of the Vivocha Mobile SDKs, chosen by major insurance and banking companies for their mobile apps. I also drive innovation on AI-powered mobile products, while building enterprise apps used daily by 27,000+ employees across the Covisian Group. I balance hands-on coding with team leadership, ensuring quality, scalability, and on-time delivery under pressure.

Technical Skills

iOS, Android, Objective-C, Swift, Java, git, Xcode, Android Studio, XMPP, UIKit, Socket IO, proprietary SDK development, C, Native WebRTC development.

Professional Experience

Mobile Development Manager @ Smile.CX (Vivocha) | Mar 2018 - Present

Lead the Mobile Development team, responsible for Vivocha SDKs on iOS and Android. Key initiatives include the Covisian workforce app (27,000+ daily users) and a new AI-powered market app. Continue hands-on coding and system architecture.

CTO & Co-Founder @ CoderStreet | Apr 2017 - Dec 2020

Built a native SDK for iOS/Android enabling audio/video calls in messaging apps using WebRTC and custom signaling.

Mobile Architect @ ShopFully (DoveConviene) | Jun 2016 - Mar 2017

Managed the iOS and Android mobile team leaders while driving technical strategy and supporting solutions that helped *DoveConviene* reach #1 in app stores.

Lead Mobile Developer @ Vivocha | Oct 2013 - Dec 2015

Created the iOS and Android SDKs from scratch, enabling integration of real-time communication into enterprise apps, and directly supported enterprise clients during SDK integration.

iOS Developer @ Tiscali | Oct 2012 - Oct 2013

Part of the team behind *indoona*, a VoIP and social networking app that reached #1 worldwide.

Lead iOS Developer @ Zetesis | Mar 2011 - Oct 2012

Developed iOS apps including BusFinder for CTM Cagliari and an early version of *WiPhone* (later *indoona*).

Education

Bachelor's Degree in Computer Science | University of Cagliari | 2010