

Jacob Bartlett

Mobile Engineering Lead

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Profile

Award-winning full-stack mobile engineering leader with a strong product focus. Co-founder of Carbn, the world's top-rated climate action app. Currently Mobile Engineering Lead team at a rapidly-growing scale-up, Gener8. Over 9 years of experience building production systems across the tech stack – from iOS and Android apps to infra, APIs, and databases. Active [conference speaker](#) and [technical blogger](#).

Experience

Gener8

July 2022 – Present

Mobile Engineering Lead

- Spearheaded the mobile engineering team at Gener8, where our [iOS](#) and [Android](#) apps were rated over 4.7* with over 100,000 downloads.
- Managed a talented engineering team distributed across several countries, where we were able to develop fantastically successful apps with an extremely lean team (1-2 devs per platform).
- In my first 3 months, took ownership over delivery of our behind-schedule MVPs. Outlined a delivery plan with the CEO, and executed on it to get them released within my first 3 months.
- Established consensus within the engineering organisation on high-level technical system design.
- Developed a highly complex, performant SwiftUI app with 16 modules and over 85% unit test coverage.
- Implemented cross-platform, offline-first end-to-end testing across iOS and Android using Maestro and an ExpressJS mock server.
- Built an iOS Safari Extension which had a 1-month retention rate of 75%.
- Created a release health checks dashboard, which automatically ran SQL queries to display various key metrics, comparing the rolling-out app version with the previous version and immediately alerting us to issues.
- Acted as hiring manager to bring top-tier mobile engineering talent into the business.
- Reported directly to the CTO while actively contributing to iOS and Android app development.

Carbn

August 2020 – July 2022

Co-founder and Technical Lead

- Co-founded and led the development of Carbn, an app that applied psychological principles such as gamification, nudge theory, and social proof to help individuals reduce their environmental impact. Achieved over 20,000 downloads, 1,500 weekly active users, and a [4.8* App Store rating](#).
- Developed a modular iOS app using SwiftUI & Combine with 12 core modules.
- Set up a serverless backend infrastructure from scratch using AWS, Python, and SQL.
- Corresponded directly with Apple to get featured on the front-page of the iOS App Store.
- Developed a backend-driven UI, automated payment and inventory systems, comprehensive B2B SAAS reporting dashboards, and an efficient networking stack for rapid API development.
- Invited to collaborate with Apple to shape product direction.

- Hired and mentored product & engineering talent.
- Ran the product portion of our business by facilitating user interviews and working alongside product leadership from Klarna.
- Successfully migrated thousands of users from NoSQL to PostgreSQL with under 5 minutes of downtime.

Deloitte Digital

June 2016 – August 2020

iOS Software Engineer

- Built 20+ apps across various industries, specialising in Swift and ensuring knowledge sharing across my organisation.
- Raised the UK's COVID-19 testing throughput to 500k per day by developing the networking and architecture for the NHS COVID-19 testing program apps. Won the [BIMA10 mobile app award](#) for these efforts.
- Collaborated with AWS as an iOS specialist to creating a seamless networking layer (merging BLE and cellular) for a UK-based electric car venture.
- Developed an automated CI pipeline to improve code quality, reduce rework, and save 10-20 cumulative hours of developer time per sprint for an AI-based banking project.

Education

Quantic School of Business and Technology

MBA – Honors (Top 10%) – 2021

Gained expertise in Accounting, Finance, Marketing, Operations, and Entrepreneurship, and built a robust professional network to secure Angel investors for Carbn

Imperial College London

BSc Physics – 1st Class – 2016

Concentrated on computing, astrophysics, quantum mechanics, and theoretical particle physics, culminating in a dissertation on "Computational Evolution" that leveraged unsupervised machine learning algorithms to analyze life evolving across 1 million generations