
ROLAND LETH

Software engineer with 15+ years of experience, bridging product, business, and engineering; trained in economics and statistics, with extensive self-directed study of human psychology, and a strong focus on user experience.

In the past year I've shifted to building products primarily by directing AI agents: I drive the strategy, architecture, and tradeoffs; they design the UI and write the code. I review what they ship and own their harness: security boundaries, workflows, tooling. Three projects shipped.

Over the past decade I've repeatedly overseen multiple products in parallel from concept to market, led cross-functional teams, aligned stakeholders across departments, and ensured delivery creates measurable business value, while keeping user experience at the core.

I'm able to understand complex problems outside of my field and offer guidance that helps move projects forward, even without prior domain knowledge. I am highly organized and maintain a consistently positive, solution-oriented outlook.

I bring empathy and clarity, helping teams grow through mentorship, structured decision-making, and strong technical reasoning. I foster collaborative, cross-functionally aligned and trust-based cultures where engineers feel empowered to deliver meaningful impact.

Proven expertise in driving digital transformation for major companies like DeinDeal—part of Ringier, or Therme Media—part of Therme Group; I started my own software company, or startups like Eventa and Qality Tech. In addition, I contribute to open source (occasionally) and publish technical topics on my blog.

I have experience with various team compositions and working environments, from small startups to large corporate teams, across on-site, remote, freelance, and full-time roles.

My core soft strengths were observed across multiple SHL assessment sessions (2026).

EXPERIENCE

iOS DEVELOPER, DEUTSCHE BANK, NOV 2024 - PRESENT

I was proactively involved in business, product and architectural decisions and I drove the brainstorming and implementation of complex features, aligning stakeholders and syncing multiple teams and leads to find the best solutions. Among others, I:

- reduced app bandwidth usage related to images by 40%+;
- reduced bugs and failures related to cross-project and cross-team collab by 90%+, by brainstorming and coordinating a new PR process;
- optimised parts of the app to perform 50%+ less API calls and load 80%+ faster;
- laid the foundation for agentic coding and introduced the initial AGENTS and skills.

iOS DEVELOPER, THOUGHTWORKS, OCT 2022 - OCT 2024

I worked almost exclusively on a multi-client whitelabel SDK in the IoT field, for an international company, delivering features, fixing bugs, improving the performance and reliability of the framework and keeping the code base properly test covered.

HEAD OF DIGITAL, THERME MEDIA, JUN 2020 - OCT 2022

I owned role profiling, interviewing, hiring, onboarding, and ongoing developer development, ensuring fast ramp-up and sustained performance and growth through regular 1:1s and actionable feedback cycles.

I was also the connection point between teams (stakeholders, content, testing, business, UI/UX, backend and mobile), releasing multiple apps that drove tens of thousands of users within 3 months, improving brand recognition and customer satisfaction, increasing app ratings from < 2 stars to above 4.5.

iOS DEVELOPER, GREENER PASTURES, SEP 2019 - JUN 2020

I've worked with Google Maps, Real Database sync, Firebase, complex animations, complex notification schedules, Firebase Functions (TypeScript), complex data validation algorithms or video handling, manipulation and optimisation. I also offered continuous UI/UX feedback and got involved in soft processes.

FOUNDER & TECH LEAD, RUNTIMESHARKS, OCT 2017 - JUL 2023

At the end for 2017 I started my own software development company, mainly focused on iOS, but releasing web and Mac apps as well. We reached a diverse portfolio of almost 20 projects, most of which can be found [here](#).

iOS LEAD, DEINDEAL, OCT 2014 - OCT 2017

I was responsible for defining role profiles, interviewing, hiring and onboarding new team members, defining the team responsibilities and offering mentorship to junior developers.

I managed the planning and coordination of the project and its architecture and guidelines. I kept a close cooperation and involvement with Head of Mobile, Product and UI teams when specifying and creating new features.

I took a crucial role in specifying new APIs to be created for the merge of two companies with two different apps, and I coordinated the adaptation of existing iOS apps, in close cooperation with the backend and mobile teams.

iOS DEVELOPER, DEINDEAL, DEC 2013 - OCT 2014

I worked on an e-commerce app and was involved in the creation of new components/sections and/or the redesign of old ones, custom animations and infrastructure, migrating from an HTML wrapper to a native app, increasing the app's rating from 2 stars to above 4.5.

iOS DEVELOPER, JUN 2011 - DEC 2013

I learned Objective-C through self-teaching, releasing 1 app and 2 games in the process. After a while I learned the value of open-source, so I contributed to a few projects and released several of my own, then, finally, I released 2 more apps and one more game. Some apps were sold, others were discontinued.

SIDE PROJECTS

CO-FOUNDER, EVENTA, JUN 2022 - JUN 2023

Along with 2 friends, we created a web platform to manage events like weddings, baptisms or birthday parties. I was the sole frontend developer, building the product from the ground up with React, Redux, TailwindCSS and remix.run.

CO-FOUNDER & CPO, QALITY.TECH, JUN 2019 - OCT 2025

Along with 3 friends, we set out to create a tool that will automatically find, generate and run all the tests required for a product. During this time, I built multiple microservices/micro-web-apps, most of which communicate with each other, some with large amounts of data and sensitive information which had to be secured or obfuscated.

SKILLS

Leadership, Business and Management

- easy time understanding business requirements and the business impact of a feature to be implemented;
- I can quickly understand the needs of multiple stakeholders and I'm able to find a common ground for all parties involved;
- strong understanding of- and perspective on user experience;
- a deep passion for human psychology which I informally study, so I'm able to understand and anticipate user needs and behaviours;
- cross-functional team leadership and stakeholder alignment;
- digital transformation, agile methodologies, mentoring & coaching, technical architecture design

Core Technologies

- Swift, SwiftUI, RxSwift, CocoaPods, Fastlane, Unit/UI/e2e Testing
- Google maps, video editing, CoreLocation, CoreBluetooth
- HTML, CSS, React, Redux, React Router, RESTful APIs & API design, Node.js, Express.js, PostgreSQL
- above familiar with MySQL, Ruby, Python, Docker, managing a raw VPS, SysOps and SysAdmin, DevOps, Kafka, Rabbit, Keycloak, Firebase & Functions, CI/CD Solutions
- fluent in spoken and written English; familiar with spoken and written German.

If you're looking for a results-driven technical leader or developer, who can understand business and product needs, but also user experience, who can drive innovation, but is also able to mentor teams, please reach out to discuss potential collaborations.