


Nick Eby

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Summary

As an experienced Software Engineer with a background in app development, visual communication, and game design, I am passionate about driving innovation and creativity in the industry. With a strong focus on teamwork and an uncompromising work ethic, I strive to create effective and efficient products and experiences that push the boundaries of what's possible.

In addition to my technical skills, I have a proven track record of being a strong leader who can effectively manage teams and projects. I believe in building positive relationships with my team members, vendors, and stakeholders, which has allowed me to consistently deliver successful projects on time and within budget. With my experience in leading teams, I can ensure that everyone is aligned towards achieving the project goals and objectives.

Outside of work, my curiosity for technology and my passion for innovation continue to drive my personal development. I constantly seek to learn new skills and expand my knowledge base in order to stay up-to-date with the latest trends and advancements in the industry. I frequently engage in personal projects to apply my skills in real-world scenarios and to push myself beyond my comfort zone. This helps me to develop my problem-solving skills and to find innovative solutions to complex challenges.

Let's collaborate on building the future of mobile technology.

More info here:

- Website: <https://www.nleby.com>
- Blog: <https://www.nleby.com/longform>

Experience

Sr. Architect, Digital Experience & Product Management

Ulta Beauty

Mar 2023 - Present (2 months)

Architect, Digital Experience & Product Management

Ulta Beauty

Jan 2021 - Mar 2023 (2 years 3 months)

Highlights:

- Worked closely with my manager to build out the Product Management team, from conducting interviews to white boarding team dynamics.
- Led a small team dedicated to solving short-term guest pain points that had a business KPI impact.
- Partnered with Product Managers to pilot new experiences.
- Collaborated closely with our Mobile Marketing and CRM team on personalization efforts for Inbox and Push notifications.
- Worked with a cross-functional core group on our Design System efforts and team creation.
- Assisted our Digital Optimization Team as an extra development resource when needed.

- Worked with multiple new vendors to continue our efforts to improve our Curbside experience.

Architect, Digital Innovation

Ulta Beauty

Jan 2019 - Jan 2021 (2 years 1 month)

Highlights:

- Successfully partnered with Apple to host an 'Everyone Can Code' event and volunteered at the 'Dare Mighty Things Hackathon'.
- Established strong relationships with strategic partners and vendors.
- Built innovative products including Smart Mirrors, Instagram Filters, Virtual consultations, and Ulta Beauty School Live.
- Developed Ulta's Curbside pickup experience.
- Developed add-ins, macros, and plugins for Microsoft Excel, Adobe Photoshop, and Sketch to support cross functional needs.
- Created Amazon Alexa Skill and Google Actions using various tools.
- Built Virtual Beauty Experiences and Apple ARKit Virtual Product Visualization.
- Researched and developed Apple CoreML Visual Search.
- Developed tools to facilitate In-Store Mode Testing.
- Created After Effects Animations for the app.

Lead Developer, Digital Innovation

Ulta Beauty

Apr 2018 - Jan 2019 (10 months)

Highlights bubbled up into Architect position.

Lead Developer, IT Mobility

Ulta Beauty

Jan 2016 - Apr 2018 (2 years 4 months)

As the Lead iOS Developer on the Mobility Team, I played a pivotal role in building and mentoring a team of developers, including interns. I was responsible for overseeing iOS and Android development and working closely with our QA and web services teams to ensure seamless integration of mobile features with backend systems. Notably, I transitioned the team from a large group of contractors to a smaller team of full-time employees.

In addition to my technical responsibilities, I also established technical best practices to ensure the team produced high-quality code that was scalable and maintainable. As a player and coach, I led by example, writing code alongside the team and providing guidance and support to team members, including interns, to help them grow and develop their skills.

Through my leadership, I established a culture of accountability, expertise, hard work, and most importantly trust, ensuring team members felt supported and empowered to do their best work. As a result, we were not only able to significantly increase the team's productivity and efficiency, but also foster a positive and collaborative work environment that attracted and retained top talent.

Highlights:

2017:

- Spearheaded XM template creation and management, featured on the App Store home page and as the primary banner in the Shop category
- Nominated for CIO awards in "Bringing WOW experiences"
- Led Cart and Checkout redesign and unified web/app web service integration
- Led Virtual Beauty vendor selection and SDK integration
- Instrumental in building tools like app config, deep links, develop menu, build servers, and bug bashes
- Rewrote 99% of the iOS application
- Partnered on ADA audit and compliance work

2016:

- Brought Apple Pay to flagship Ulta Beauty app, featured throughout the App Store
- Worked on mobile integration aspects of Ultimate Rewards Credit Card launch
- Led Product Detail Page redesign and micro-services integration development
- Rewrote barcode scanner

***w* Lead iOS Developer, Mobile Innovation Program, Digital and Marketing**

Walgreens

Jul 2013 - Dec 2015 (2 years 6 months)

As an iOS developer at Walgreens, I focus on innovation and expanding our patent portfolio for mobile. During my tenure, I have established key relationships with strategic partners and traveled to support the business. I am proud to have represented my company at numerous major tech conferences.

At Walgreens, I have gained experience working across multiple verticals, ranging from software development to interfacing with hardware. While I was hired for my skills as an iOS developer, I have also worked with other programming languages to tackle different challenges.

In under two years with Walgreens, I have been recognized with two MVP awards in my division for my work that goes above and beyond my role. I have created and submitted over 100 proof of concepts and have been a leader in patent submissions for mobile.

Highlights:

2013:

- eCommerce MVP Award

2014:

- Worked closely with Apple to become a Apple Pay launch partner - traveled to Apple HQ
- Digital Engineering & Mobile Solutions MVP Award
- Worked closely with Twitter in SF

2015:

- Quoted in the Wall Street Journal's "CIO Corner"
- Attendee of "Grow with Google 2015" in New York

Technologies I developed for Walgreens:

iOS, tvOS, watchOS, macOS, WatchKit, HealthKit, ApplePay, Today View Extension, Share Extension, Action Extension, TouchID, 3D Touch, Android, Google Wear, Google Glass (GDK and Mirror API), Google Wallet, Google App Indexing, Google Instant Buy, Pebble, Jawbone, Beacons (ble, iBeacon,

and sonic), Uber API, Postmates API, Phillips Hue API, BLE Glucose meters, NFC, RFID, Qualcomm 2Net, Adobe Creative SDK, Computer Vision (OCR/VR), and much more.

iOS Developer

JustFamily.com, Inc.

Jul 2012 - Jul 2013 (1 year 1 month)

In the summer of 2012, I joined JustFamily as an iOS developer, where I contributed to the development and release of numerous versions of their flagship iPhone app. Working with a remote team, I collaborated on tasks, tracked bugs, and brainstormed future product features and offerings.

Despite working remotely, I actively participated in company-wide events and traveled to the Florida headquarters to attend hackathons and team building activities. My remote work experience taught me the importance of effective communication, task management, and disciplined work habits.

During my time at JustFamily, I also developed and released my first OS X companion app that allowed users to upload photos to their JustFamily account. Overall, my work at JustFamily was a great experience that helped me develop into the iOS developer I am today.

iOS Developer / Web Developer / Sole Proprietor

Nicholas L. Eby

Nov 2008 - Jul 2011 (2 years 9 months)

I was fortunate to begin freelancing early in my career, initially working for a political lobby group in exchange for school credit while attending college. This opportunity quickly turned into a full-time contracting job after graduation, which proved to be a fruitful experience for many years. Since then, I have collaborated with multiple clients, providing a range of services such as iOS development, website development, server and device management, and technical consulting. Through these experiences, I have honed my skills and gained valuable expertise in the field of software engineering.

Notable clients include:

- Alliance for Coastal Technologies (Maryland)
- ICM, Inc.
- Jacobs & Clevenger
- More Cupcakes Chicago
- Perennial Sports & Entertainment (Washington D.C.)
- Perennial Strategy Group (Washington D.C.)
- Shift Technologies, Inc.
- Verde L3C

Featured by:

- App Advice
- Apple, Inc (New and Noteworthy and featured in a App Store tweet)
- AppStorm
- CNET
- Gizmodo
- iMore
- The Industry
- MacStories
- MSN Tech

- The Next Web
- The UltraLinx

Please see my attached resume link about for more in-depth information on clients during this period.

Education

MIT Sloan Executive Education

Digital Business Strategy

In 2021, I completed the Digital Business Strategy course at MIT Sloan Executive Education, where I gained an in-depth understanding of the intersection between technology and business strategy. Through the course, I learned how digital transformation is changing the way businesses operate and compete in today's market, and how technology can be used to create new business models, streamline operations, and improve customer experiences.

As a software engineer, this course allowed me to gain a more well-rounded perspective on the impact of technology on business, and how my technical skills can be leveraged to drive digital innovation within an organization. By understanding the broader business strategy and digital transformation trends, I am now better equipped to design and develop software solutions that align with business goals and drive value for both the company and its customers.

American Academy of Art

Bachelor of Fine Arts (BFA), Visual Communications

2005 - 2008

In school, I gained a strong foundation in visual communication, with a focus on both digital and physical design. Through courses in graphic design, typography, packaging design and production, and web design and development, I developed a diverse skill set that allows me to bring creativity and technical proficiency to a wide range of projects.

Licenses & Certifications

MIT Sloan Executive Education **Digital Business Strategy: Harnessing Our Digital Future** - MIT Sloan Executive

Education

34522071

Skills

iOS Development • Mobile Applications • iOS • User Interface Design • User Experience • Photography • E-commerce • User Interface • Mobile Devices • Interaction Design

Honors & Awards

Digital Engineering & Mobile Solutions MVP Award - Abhi Dhar, CTO Digital


Engineering & Mobile Solutions

Oct 2014

eCommerce MVP Award - Abhi Dhar, CTO eCommerce

Nov 2013

 **New and Noteworthy (Iris App) - Apple, Inc**
Apr 2012

 **Champion of Champions Award Nominee - Diane Randolph, CIO**
Sep 2015
Although I did not win this award, it was truly an honor to be nominated.

 **Inclusion in 2016 Union Pacific Company calendar - Union Pacific Railroad**
Jul 2015

 **Merchandising & Marketing - Do What's Right - Dave Kimbell, CMMO**
Jun 2018