

Matt Aronoff

Co-founder of Logical Animal. Developer.

logicalanimal.com

matt.aronoff@gmail.com

Berkeley, CA

510.549.6720

Purpose

To make a better future, and to know the future by building it.

Check out some work I'm proud of at logicalanimal.com

Logical Animal (Co-founder & Developer, Jun 2016-present)

- Created a two-person app development company to build joyous apps with empathy for the user, and sympathy for the machine.

Weather Underground (Senior iOS Developer & San Francisco iOS Lead, Oct 2013-present)

- Led & developed full product redesign for flagship Weather Underground iOS App (4.5+ rating, iTunes Essential, consistently featured by Apple)
 - Full app lifecycle & architecture, graphs & data visualization, adaptive layouts for all Apple devices, Apple Watch app, widgets
- Led development of new WunderStation app to display detailed weather data for personal weather station owners (4.5+ rating, consistently featured by Apple)
 - Full app lifecycle & architecture, large-scale graph rendering, data visualization
- Led & developed major improvements to WunderMap app (4.5+ rating, consistently featured by Apple)
 - iOS mapping infrastructure

Zite (Senior iOS Developer, Jul 2012-Oct 2013)

- Part of a two-person iOS team that developed and released a completely redesigned and rebuilt version 2.0 of the app, as well as feature releases 2.1-2.3.
 - Custom UI, from custom containment down to detailed text rendering using Core Text. Coordinated development with other content companies (suggestions based on Pocket, full sharing to Evernote).

- Worked with Pivotal Labs as a full-time client developer to build version 2.0 of the Zite Android app (5-star rating at time of departure).

Planet Next, LLC (Founder & Lead Developer, Aug 2009-Oct 2013)

- **LivingRoom for iPad**
 - Floor plans & interior design (sold more than 30,000 copies, very early iPad app). Featured by Apple; Apartment Therapy called it "intuitive and user-friendly"; TRADhome magazine listed it as an important interior designer's tool.
- **Notabli (2012-2013)**
 - Initial iOS developer, responsible for prototype implementation of Notabli iOS app (notabli.com) including core app, photo filters using Aviary, Tumblr & Instagram integration.
- **Dancing Mammoth (Fall 2011-Summer 2012)**
 - Sole iOS developer working with a small team (roughly 10 people) to design and develop a prototype iPad app for a major financial institution (under NDA). Full prototype, which went substantially beyond the client's expected scope, in 7 weeks. Also delivered substantial documentation regarding a migration path forward to building a full app.

National Institute of Standards and Technology (Computer Scientist, Jan 2003-Jun 2012)

- Sole iOS developer for the Biometric Web Services project, working to make biometric data available to any device using REST-based web services
 - Jointly responsible for usability testing with a cognitive scientist
 - Co-authored the WS-Biometric Devices specification (NIST Special Publication 500-288) defining the communication protocol
 - Secured substantial funding from DHS and FBI based on demonstration and discussion of the iOS client running a prototype version of the protocol.
<http://bws.nist.gov>
 - Built prototype Quick Capture Platform system (for rapid biometric acquisition in the field) for the FBI Hostage Rescue Team, running on both Windows 7 and iOS.
 - Built prototype MobileID Android app for the FBI.

Education

- Oberlin College, Oberlin, OH
- Bachelor's degree in Computer Science, 2003