Adam Schoonmaker

Senior iOS Engineer

Denver, CO | Remote
adamschoonmaker@gmail.com linkedin.com/in/adamschoonmaker

Product-minded senior iOS engineer with nearly ten years of experience, most recently at AllTrails, Airbnb, and Apple, who builds polished consumer apps end to end with design and product. At AllTrails, rose from third iOS engineer to Tech Lead on Search and Discovery, led iOS for a 2024 discovery redesign that raised trail saves 9.8%, and proposed Senior Engineer II, a new level between Senior and Staff, which was adopted. Pitched and led the launch of its Garmin watch app, built largely solo and AI-first, and now leads the AI-assisted rearchitecture of the iOS app's main search and map screen.

Skills

iOS and wearables: Swift, Objective-C, SwiftUI, UIKit, Swift Concurrency, Combine, Observation, SwiftData, Core Data, MapKit, Mapbox, Core Location, watchOS, Garmin Connect IQ (Monkey C)

Architecture and quality: MVVM, dependency injection, server-driven UI, design systems, XCTest, Swift Testing, XCUITest, snapshot testing, mutation testing, Instruments, accessibility, localization

Product and delivery: A/B testing, feature flags, product analytics, technical design docs, code review, mentoring

AI-assisted engineering: Claude Code, AI coding agents, multi-agent workflows, agent skills and subagents

Experience

AllTrails

Trail discovery and navigation app with more than 100 million members, Apple's 2023 iPhone App of the Year. Joined as the third iOS engineer when the company was about 35 people.

Senior Software Engineer II, iOS — Aug 2026 – Present, Remote

- Led the launch of AllTrails' Garmin watch app and built it largely solo and AI-first, with no prior Garmin experience: pitch to Connect IQ Store in under four months, approved on first submission, on 120 devices in 11 languages
- Pitched it around members' own content on the wrist and won leadership buy-in with a prototype on a real watch; tech-led the server and web workstreams, made most of the MVP's product calls, and coordinated marketing and legal
- Built a harness so AI agents could verify their own work: 33 screen states graded on all 120 devices, flow tests through the real view models, and five parallel simulators that cut a full run from over an hour to under 30 minutes
- Caught two launch blockers with the harness, both of which compiled clean and passed every unit test: a home-menu crash on 53 devices and a pairing code drawn as empty boxes on 68
- Wrote the store runbook, on-call guide, and a support guide generated from each release, so others can run the app
- Leading the incremental MVVM rearchitecture of the iOS app's main search and map screen, tens of thousands of lines of its oldest, most-used code: advocated for it with leadership and wrote the proposal the iOS team adopted
- Took the screen's view models from under 10% unit-test coverage to 90–100% with mutation-checked tests, so people and AI agents can reason about and change the migrated code
- Built an AI-assisted refactoring workflow, gated on compiler-verified moves and mutation tests, and onboarded the iOS team: extractions land about 2–3x faster than the original pre-AI estimates
- Turned the architecture rules into AI agent guidance, custom lint errors, and review-bot warnings, so new code lands in the target architecture and fewer pull requests need close review

Tech Lead | Senior Software Engineer, iOS — Sep 2023 – Aug 2026, Remote

Project Tech Lead on Search and Discovery, leading iOS from technical design through A/B testing and launch.

- Led iOS for curated trail collections, the 2024 discovery redesign, with a team of three: trail saves +9.8%, map opens +17.2%, and a centerpiece of AllTrails' 2024 Best Consumer App win at the Silicon Valley UX Awards
- Planned collections so the team could build in parallel, and built its filters and list-to-map transitions
- iOS tech lead for points of interest on the map, spanning the discovery and navigation teams: built the logic that decides which trails, parks, and points of interest show at each zoom level, with a live tuning view for design and product
- Gathered the team's pain points with the main search and map screen at an architecture summit, turned them into an incremental rearchitecture plan and an approved technical design, and made the first MVVM extraction
- Rethought the Project Tech Lead role through a summit and working group: its findings were incorporated into a new Shape Up based way of working and led to proposing Senior Engineer II, a new level between Senior and Staff, which was adopted
- iOS tech lead for moving trail search to a new in-house search service; shipped search features such as recently viewed trails, validated with a multivariate experiment, and built much of the route map on Apple Watch
- Cut the main screen's time to interactive about 37% at p90 with Instruments, moving work off the main thread
- Represented iOS in the mobile experimentation working group and wrote the team's experimentation playbook; fixed collections' bucketing and exposure logging, and traced a search experiment's uneven split to fresh-install bucketing
- Mentored teammates on the screen's architecture and on experiment design through code review and pairing

Senior Software Engineer, iOS — Mar 2022 – Sep 2023, Remote

- Wrote the iOS technical design for the local community feed, built most of it, and led it through A/B test and launch
- Founding member of the app's design system: contributed components during the 2022 rebrand and built the shared activity, trail, and map cards rolled out across the app
- Led the iOS SwiftUI guild and book club (2022–2024)

iOS Engineer — Aug 2020 – Mar 2022, San Francisco, CA

- First iOS engineer on the community product team and its iOS point person as it grew: led iOS for its server-driven feed, introducing IGListKit to the app, and ramped new engineers onto the team's code
- Moved the app's map screens and activity recorder to vector maps, building shared map components so each migration removed code instead of copying it
- Designed and built the iOS feature flag and A/B testing framework still in use, with an in-app flag override screen

Airbnb

iOS Software Engineer, Search — Apr 2019 – Jul 2020, San Francisco, CA

- Led a project with six other iOS engineers to rewrite and redesign search, shipped ahead of Airbnb's IPO, as iOS team lead for Search Input & Navigation, the team responsible for every search surface
- Architected a modular, server-driven layout system so search experiences could vary by business vertical

Apple

Software Engineer, Apple Music — Sep 2017 – Feb 2019, Cupertino, CA

- Maintained the public Media Player SDK and the internal playback engine used by first-, second-, and third-party apps
- Updated the routing daemon and system-wide routing UI to support Whole House Audio for the HomePod launch

Earlier

iOS Engineer, Yello (2017), an offline-first recruiting app on Core Data

Co-founder, CEO, and iOS Developer, OneSound (2014–2015), SXSW Student Startup Madness semi-finalist

Projects

Feal — thefeal.app

Personal craft project, iOS and Android, submitted to both stores Oct 2026

- Designed and built a private emotion journal end to end as sole developer, a craft app with no streaks, charts, or scores: a drag-and-flick iOS compass with tuned motion and haptics, and VoiceOver, large text, and Reduce Motion built in
- Architected the iOS app in Swift 6 strict concurrency with @Observable view models, protocol-injected services, and SwiftData behind an actor, with more test code than app code
- Hand-wrote the core SwiftUI interaction, with AI handling scaffolding from day one, then directed AI agents end to end: they wrote the entire Android app under written specs, a parity ledger, and a test gate, verified on real devices

Robowright — robowright.dev

Open source (MIT), Oct 2026

- Built an open-source system that lets one engineer hand Claude Code a whole stack of changes and come back to finished, reviewed work; used to build itself and parts of Feal
- Checks the work with a reviewer that never saw it being written and has every new test shown able to fail; treats every agent-written file as untrusted, with one git wrapper as the only write path

Education

Michigan State University — 2016

B.S. Computer Science, Honors College, summa cum laude, 4.0 GPA