Loïc Saillant

Senior / Lead iOS Engineer · Swift, SwiftUI · Product-minded, data-driven

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SUMMARY

iOS engineer with 7+ years shipping consumer apps at scale. Owned features end-to-end at Wizz (Voodoo) as it grew from ~200K to over 1M daily active users, inside a "test & fail" culture where every feature shipped behind an A/B test tied to a KPI goal. Most recently Lead iOS on Toongether, an early-stage gen-AI creative app, where DAU grew 16x. Comfortable with ambiguity, fast iteration, and the tooling that lets a small team ship fast.

EXPERIENCE

Lead iOS Developer · Kartoon — Toongether — Oct 2024 – 2026

*Early-stage startup (~10 people): a creative app to create and read webcomics with gen-AI assets. During my tenure: **DAU 16x** and **D7 retention 3x**.*

- Shipped 30+ features across the comic editor, creation, AI and monetization: Shorts format, AI asset generation, "Toonify Yourself" (selfie → character), story-creation funnel, subscriptions and a declarative upsell engine.
- Owned the SwiftUI / UIKit balance and performance, e.g. moved the feed to UIKit for scrolling; memory and image-loading work.
- Overhauled CI/CD and built a custom CLI (release branches, changelogs, TestFlight, App Store review), then a Claude Code skill that ran the whole release on its own.
- Also release manager and roadmap owner: priorities, planning, sync with marketing and backend; 2 to 3 releases a week.

Senior iOS Developer · Wizz (Voodoo) — Feb 2022 – Oct 2024

Gen Z social discovery app — 15M+ downloads; grew from ~200K to 1M+ DAU (5x+) during my tenure, team of 12.

- Owned features end-to-end: spec with product & design, sync with backend and Android, Swift / UIKit.
- Shipped 20+ features across the core social experience, e.g. liveness verification to ensure users are real people (trust & safety), and music stickers with in-chat audio playback.
- Worked in a "test & fail" loop: each feature proposed against a KPI goal, shipped behind an A/B test, then kept, iterated or killed based on results.
- Owned the rebranding and new-country launches: localization of every screen with no behavior lost, used to bootstrap a design system (text-style & spacing tokens from Figma).
- Built internal tooling: CI/CD (Fastlane, CircleCI) and the Wizz CLI.

Co-founder & Lead Developer · Tonydoor — 2021

SaaS turning meeting recordings into transcripts and AI-identified highlights (speaker diarization). 3 founders, 2 engineers.

- Full-stack development with a front-end focus: Vue.js front end, Python serverless back end on AWS Lambda.
- Also in 2021: Le Wagon Data Science bootcamp (speaker identification project) and teaching at Le Wagon.

iOS Developer · Fabernovel (digital agency) — Mar 2019 – Jan 2021

- **myCANAL** (Canal+) — iOS & tvOS video app: migrated the settings to the new app architecture, worked with AVFoundation; Swift / UIKit with Objective-C.
- **Taxis G7** (~2M MAU) — migrated a legacy Objective-C codebase to a clean Swift architecture alongside a senior iOS developer; shipped new features.

SKILLS

iOS	Swift, SwiftUI, UIKit, Objective-C, tvOS
Media	AVFoundation, audio playback
Product	A/B testing, Amplitude, Mixpanel, Segment
Infra	Fastlane, GitHub Actions, CI/CD, CLI tooling
Practices	TCA, clean architecture, testing
Also	JavaScript, Vue.js, Python, Java (taught at Le Cnam)

EDUCATION

Engineering degree — INSA Toulouse, 2016
Exchange semester — Universität Hamburg
Le Wagon — Data Science bootcamp

LANGUAGES & INTERESTS

French (native), English (professional)
Running (marathon, Hyrox), motorsport, cinema & music