

Adnan Yousaf

Software Engineering Manager | Growth & Monetization | Consumer Products at Scale | Mobile + Cloud

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Portfolio: adnan.chohdry.com/projects

SUMMARY

Results-driven Software Development Manager with 15+ years of experience delivering mobile, web, and cloud products at scale. Skilled at building high-performing teams through structured processes, clear delivery frameworks, and data-informed decision-making. Proven track record of driving revenue growth, reducing operational overhead, and shipping products that move key business metrics. Adept at leveraging AI tooling to accelerate planning, execution, and issue resolution across the full development lifecycle.

SKILLS

Leadership: Engineering Management, Strategic Planning, Agile & Scrum Delivery, Stakeholder Communication, Talent Acquisition & Development, Cross-functional Collaboration

AI Enablement: AI-first development practices, project milestone & planning with AI, issue investigation & root cause analysis with AI, Claude Code, ChatGPT, Cursor

Mobile: iOS, Android, React Native, Flutter, Kotlin, Jetpack Compose, Swift

Web & Cloud: JavaScript, Angular, PHP, Java, Spring Boot, GraphQL, REST APIs, GCP, AWS, Kubernetes, Kafka, Microservices

Tooling: Git, Jira, CI/CD pipelines, SonarQube, App Center, Firebase

EXPERIENCE

Software Development Manager — **Life360.com**, Vancouver, Canada *Nov 2023 – Apr 2026*

Led a Full Stack Growth team (iOS, Android, Cloud) owning multiple services and components that directly drove paid subscriber acquisition and retention KPIs.

- **Generated significant incremental revenue** through the delivery of Uber Integration, Native Roadside Assistance, Tile Tracker & Pet Tracker integrations, and Life360 Paid Subscribers Experience
- **Increased monthly active users** by launching key features, including 911 Safety Incidents on Map and executing multiple engagement-focused experiments that strengthened user retention and reduced churn
- **Drove free-to-paid conversion and subscriber retention** through continuous experimentation and targeted feature initiatives
- **Built working prototypes** for key features, including Temporary Location Sharing, validating product concepts and accelerating team delivery timelines
- **Championed AI-first practices** across planning, milestone tracking, and user issue investigation
- Sustained top team velocity through structured processes and clear prioritization amid shifting requirements
- Contributed to company-wide developer productivity, hiring, and on-call programs; actively grew direct reports' careers

Software Development Manager — **Realtor.com**, Vancouver, Canada *Feb 2021 – Jun 2023*

Grew mobile app revenue into the multi-million-dollar range while reducing development costs through process improvements and team alignment.

- **Led the REST to GraphQL migration** to improve data efficiency and developer productivity
- **Integrated Local Ads** revenue streams into the mobile platform.
- **Overhauled iOS and Android app UI**, delivering a modern design system across both platforms

- **Maintained 4.6+** App Store and Play Store ratings
- Expanded the home-buying journey with new user-facing services, improving engagement and retention

Senior Software Engineer — **Realtor.com**, Vancouver, Canada *Mar 2018 – Jan 2021*

- **Increased Android app traffic by 20%+** and improved user ratings by 10%+
- **Featured Realtor.com Android app at Google I/O** with new Instant Apps
- Delivered core Android features: Listing Details, Filters, Commute Search, Saved Resources, and Ads integrations

Senior Software Engineer — Android Lead — **Wego.com**, Singapore *Mar 2017 – Feb 2018*

- **Featured Wego Android app at Google I/O**, showcasing new Android SDK capabilities
- **Cut development time 30%+** via MVP architecture; lifted test coverage to 60%+ from zero
- Improved mobile web conversion through AMP implementation

Technical Lead — **HeuristicSol**, Pakistan *Aug 2016 – Mar 2017*

- **Delivered MVP** for a real estate startup, securing a full product development contract.
- Built a REST API platform and Angular front-end.

Senior Software Engineer — **Tigerspike**, Singapore *Oct 2013 – Jul 2016*

- **Improved team-wide efficiency 50%+** by building shared libraries and standardizing engineering processes across 7 global offices
- **Delivered 6 Android apps** and DBS Bank ATM interface; won contracts for Westfield, Straits Times, and 7-Eleven via MVPs

Technical Lead — **Upfront Media**, Singapore *May 2012 – Sep 2013*

- Led development of Facebook campaigns for Malaysia Airlines, Bosch, KLM, Nestle, AIG, and Clarins
- Malaysia Airlines app peaked at 74K+ users, Bosch campaign reached 65K+ likes across 6 regions

Senior Software Engineer — **GameView Studios**, Pakistan *Aug 2011 – May 2012*

- TapFish - Led the development team and built key features like events
- TapRanch - Integrated Mobage Social platform

Software Engineer — **TRG Tech**, Pakistan *Sep 2010 – Jul 2011*

- Built IVR Systems, web applications and CMS platforms
- Developed custom PHP frameworks

NOTABLE PROJECTS - adnan.chohdry.com/projects

Mobile Apps: Life360 (Android/iOS), Tile (Android/iOS), Realtor.com (Android/iOS), Wego Android, Westfield Shopping, 7-Eleven Fuel Australia, Straits Times, Emirates Airlines, Astro On-The-Go

Web & Backend: Wego.com (PWA/AMP), DBS/POSB ATM Interface, Showsuite.com, MalaysiaAirlines.com, Astro On-The-Go, CMS integrations for Rockstar, KLM, Nestle, AIG

EDUCATION

Master's in Information Technology (M.Sc. IT)

University of Punjab, Lahore • CGPA: 3.53/4.00 • 2008–2010

Bachelor's in Commerce and IT (B.Com. IT)

Punjab College of Commerce, Lahore • 1st Division • 2006–2008