

Adnan Yousaf - Portfolio

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

Vancouver, Canada • +1 (778) 513-3993 • a.chohdry@gmail.com • [linkedin.com/in/adnanyousaf](https://www.linkedin.com/in/adnanyousaf)

Portfolio: adnan.chohdry.com/projects

Life360

Vancouver, Canada | <https://www.life360.com/>

Life360 is the leading family safety platform, providing location sharing, driving safety, and digital safety features to millions of families worldwide. The platform spans iOS, Android, and cloud services and includes the Tile Bluetooth tracker product line.

Life360 Apps

About the Project

Apps: [Android](#) | [iOS](#)

The Life360 app enables families to stay connected through real-time location sharing, crash detection, roadside assistance, and integrated tracker products. Key features include:

- Real-time location sharing and place alerts for family members.
- Driving safety reports and crash detection with emergency dispatch.
- Native Roadside Assistance for subscribers.
- Tile Tracker and Pet Tracker integrations for locating personal items and pets.
- 911 Safety Incidents on Map for local safety awareness.
- Paid subscriber experience with tiered membership plans.

Role: Software Development Manager

As Engineering Manager of the GT Subscribers Experience team, I led a cross-platform team to deliver key features across the Life360 iOS and Android applications. Key accomplishments:

- **Subscriptions Tracker:** Enabled users to view and manage their recurring subscriptions (Netflix, Disney+, gym memberships, AI tools, etc.) in one place. Users can share subscription details with their Circle to optimize household spending and receive notifications about upcoming subscription changes.
- **911 Safety Incidents on Map:** Surfaced real-time 911 incident data near users, their Circle members, and saved places, providing awareness of incidents that occurred within the past few hours and strengthening day-to-day safety through proactive notifications.
- **Native Roadside Assistance:** Delivered an end-to-end in-app towing and roadside assistance experience, allowing users to book help within minutes, complete with drop-off location selection on an interactive map.
- **Additional Pet Tracker:** Extended the platform to support multiple Pet Tracker subscriptions per account, enabling users to track more than one pet simultaneously.
- **Uber Integration:** Integrated Uber ride booking directly into the app, automatically detecting when a user lands at an airport and prompting them to book a ride — reducing friction in the post-flight experience.
- **Engineering Manager AI Plugin:** Built a Claude plugin that enables Engineering Managers to drive reliable project execution end-to-end, from milestone definition and risk mitigation strategy through to release planning.

- **Subscriber Growth Experiments:** Ran 10+ experiments targeting subscriber acquisition and churn reduction across the post-purchase and cancellation flows.

EM Claude AI Plugin

About the Project

The plugin provides a structured set of skills that help engineering managers drive reliable project delivery. Key capabilities include:

- Defining project milestones with clear scope and success criteria.
- Identifying and mitigating risks early in the project lifecycle.
- Coordinating releases across teams and dependencies.
- Aligning stakeholders through structured communication and status tracking.
- Standardizing delivery practices into repeatable, reusable workflows.

Role: Creator & Developer

Designed and built the plugin from concept through release, targeting real pain points in engineering management workflows. Key accomplishments:

- Identified recurring delivery challenges from firsthand EM experience and translated them into discrete, composable AI skills.
- Architected the plugin structure to support modular skill composition within the Claude platform.
- Developed skills covering milestone planning, risk assessment, release coordination, and stakeholder alignment.
- Packaged the plugin for distribution through the Internal Claude Plugin Marketplace.
- Applied AI-first principles to automate and augment traditionally manual EM workflows.

Realtor.com

Vancouver, Canada | <https://realtor.com/>

Realtor.com is one of the top real estate websites in the United States. It offers a comprehensive list of for-sale properties, along with the information and tools needed to make informed real estate decisions.

About the Project

Apps: [Android](#) | [iOS](#)

The Realtor.com apps allow users to search and view homes and contact agents. Key features include:

- Comprehensive search with filters and map navigation.
- Home details with information on neighbourhood, schools, environmental factors, and more.
- Direct agent contact to facilitate the home-buying process.
- A suite of tools to help buyers make informed decisions.

Role: Engineering Manager

As Engineering Manager of the **Listing Details Page** team, I supported executive leadership in the execution of company goals. Key accomplishments:

- Strategized, planned, and executed team deliverables aligned with company objectives.
- Led annual and quarterly planning exercises.
- Collaborated with Product leadership to ensure alignment between product and engineering deliverables.
- Drove multiple cross-functional initiatives involving the mobile apps.

- Successfully delivered several revenue-driving initiatives.

Role: Engineering Lead

As Project Lead of the Android Listing Details Page, I collaborated with Product, Design, and Back-end teams to achieve goals on schedule. Key accomplishments:

- Conducted design exercises with the Design team to optimize the Android user experience.
- Defined Functional Specifications documents to establish scope for each project phase.
- Designed application architecture for Android.
- Facilitated task planning exercises with the Android team after each sprint.
- Defined and implemented the development and build delivery processes.
- Conducted code reviews and ensured successful feature delivery.

Role: Senior Software Engineer

Led multiple feature developments and contributed to the Realtor.com Android app, including Search, Updates, Saved Resources, and Listing Details. Key accomplishments:

- Implemented the MVP-Repository framework design pattern.
- Established a unit test suite and comprehensive test cases.
- Led the overhaul of the Listing Details Page.
- Implemented Android Instant Apps, which were featured at Google I/O.
- Defined team-wide development processes to increase productivity.

Wego.com

Singapore | <http://www.wego.com/>

Wego.com provides award-winning travel search websites and top-ranked mobile apps for travellers in the Asia Pacific and Middle East regions. Wego leverages powerful yet intuitive technology that automates the process of searching and comparing results from hundreds of airlines, hotels, and online travel agencies.

Android App

About the Project

App: [Google Play](#)

The Wego Android app allows users to search and book flights and hotels at competitive prices.

Features include:

- Finding the cheapest rates for flights and hotels.
- Flight and hotel search and booking.
- Access to the latest promotions.

Role: Project Lead

As Project Lead of Android, I collaborated with the Design and Back-end teams to achieve goals on schedule. Key accomplishments:

- Conducted design exercises with the Design team to optimize the Android user experience.
- Defined Functional Specifications documents to establish scope for each project phase.
- Designed application architecture for Android.
- Facilitated task planning exercises with the Android team after each sprint.
- Defined and implemented the development and build delivery processes.
- Conducted code reviews and ensured successful feature delivery.

Role: Senior Android Engineer

Joined the Wego Android team as Android Lead. Initial contributions to the application architecture led to the successful delivery of the Wego Instant App. Defined the MVP architecture and helped the team adopt unit testing and maintain a manageable codebase. Key accomplishments:

- Implemented the MVP-Repository framework design pattern.
- Established a unit test suite and test cases.
- Led the overhaul of the Flights module.
- Led the overhaul of the Hotels module.
- Implemented Android Instant Apps.

Website (PWA/AMP)

Singapore | <http://www.wego.com/>

Wego.com provides award-winning travel search websites and top-ranked mobile apps for travellers in the Asia Pacific and Middle East regions. Wego leverages powerful yet intuitive technology that automates the process of searching and comparing results from hundreds of airlines, hotels, and online travel agencies.

About the Project

Website: <http://www.wego.com/>

The Wego website leveraged PWA components to provide offline capabilities, push notifications, and fast loading times. AMP was set up from the ground up to deliver instant-loading pages for travel search results, showcased at Google I/O as early AMP partners.

Role: Project Lead AMP

- As Project Lead AMP, I contributed to the web platform by adding PWA components and setting up AMP from the ground up. Key accomplishments:
- Set up AMP (Accelerated Mobile Pages) from the ground up, enabling instant-loading travel search pages.
- Added PWA components for offline support, push notifications, and an app-like browsing experience.
- Showcased the AMP implementation at Google I/O as one of the early AMP partners.
- Improved mobile web conversion rates through faster page loads and better user experience.

Showsuite.com

Singapore | <https://www.showsuite.com/>

Showsuite was founded with a key objective: to showcase new homes to buyers and investors. The platform provides a consistent and transparent home-buying experience, enabling users to visualize their future home and investment for informed purchasing decisions.

About the Project

The Showsuite website allows users to search and book their dream home. Features include:

- Discovering upcoming projects in the Singapore real estate market.
- Viewing detailed project information.
- Exploring different unit types and floor plans.
- Contacting developers to book units.
- Exploring detailed layouts of development plans and units.

Role: Project Lead

As Project Lead of the MVP Website, I collaborated with the Design and Project teams to achieve goals on schedule. Key accomplishments:

- Conducted design exercises with the Design team to optimize the user experience.
- Defined Functional Specifications documents to establish scope for each project phase.
- Designed application architecture.
- Facilitated task planning exercises with the team after each sprint.
- Defined and implemented the development and build delivery processes.
- Conducted code reviews and ensured successful feature delivery.
- Coordinated with mobile engineers to provide APIs.

Westfield Corporation

Websites: [US](#) | [UK](#) | [AU](#) | [NZ](#)

Westfield Corporation is one of the world's leading shopping centre companies, with iconic retail destinations in London, New York, San Francisco, and Los Angeles among its portfolio of 34 centres. Listed on the Australian Stock Exchange, it was created in June 2014 when Westfield Group separated its Australian and New Zealand operations from its international business.

About the Project

Westfield Shopping apps provide assistance, fashion inspiration, and detailed centre maps. Features include:

- Browsing centre and store information.
- Discovering retailers and restaurants.
- Finding exclusive deals and events.
- Exploring thousands of searchable products.
- Viewing movie times, watching trailers, and purchasing tickets.
- Indoor navigation and wayfinding.

Role: Project Lead

As Project Lead of Android, I collaborated with the Design and Back-end teams to deliver features on schedule. Key accomplishments:

- Conducted design exercises with the Design team to optimize the Android user experience.
- Defined Functional Specifications documents to establish scope for each project phase.
- Designed application architecture for Android.
- Facilitated task planning exercises with the Android team after each sprint.
- Defined and implemented the development and build delivery processes.
- Conducted code reviews and ensured successful feature delivery.

Role: Senior Software Engineer

Implemented most of the app's features, including:

- Home screen featuring centre information, deals, events, movies, and products.
- Store categories and store information.
- Product categories and product information.
- Centre services and details.
- Offline browsing.

Each feature required custom UI design using the latest Android design guidelines and integration with back-end systems.

7-Eleven Fuel App

Australia | <http://www.7eleven.com.au/>

7-Eleven Stores Pty Ltd is Australia's first choice in convenience. The company conducts more than 185 million transactions per year, serving an average of six customers per second and generating approximately \$3.6 billion in sales.

About the Project

The 7-Eleven Fuel App for Android provides access to fuel store features on mobile. Features include:

- Digital 7-Eleven card sign-up.
- Finding the best fuel price and locking it in.
- Access to the latest deals and promotions.
- Store locator with nearby promotions.

Role: Senior Software Engineer

Joined the Tigerspike Melbourne team (May–July 2015) to provide Android expertise and mentor a new Android team. Key accomplishments:

- Implemented the 7-Eleven digital card encryption algorithm to ensure account security.
- Designed and implemented the Digital Card, Accounts, and Fuel Lock modules.
- Implemented animations and Maps integration for Fuel Lock.
- Designed and implemented the Store Locator with animations and UX refinements.
- Integrated back-end services for Deals and Promotions.
- Delivered animations and UX polish across the entire application.

The Straits Times

Singapore | <http://www.straitstimes.com/>

The Straits Times is an English-language daily broadsheet newspaper based in Singapore, owned by Singapore Press Holdings (SPH). It is the country's highest-selling paper, with a Sunday Times circulation of nearly 365,800.

About the Project

Apps: [Smartphone](#) | [Tablet](#)

The Straits Times app provides award-winning journalism in full form. Subscribers receive unlimited access to stories and the ePaper (PDF version of the newspaper). Features include:

- Daily ePaper delivery at 6:00 AM Singapore time.
- A seven-day archive of the ePaper and Print Edition.
- Unlimited access to all stories and insights.

Role: Project Lead

As Project Lead of Android, I collaborated with the Design and Back-end teams to deliver features on schedule. Key accomplishments:

- Conducted design exercises with the Design team to optimize the Android user experience.
- Defined Functional Specifications documents to establish scope for each project phase.
- Defined Technical Specification documents to formalize communication protocols between mobile apps and the back end.
- Designed application architecture for Android.
- Designed the back-end communication library for Android.
- Facilitated task planning exercises with the Android team after each sprint.
- Defined and implemented the development and build delivery processes.

Role: Senior Software Engineer

Implemented the majority of the app's features, including:

- Customizable News section ("MyNews").
- News feed for each section.
- News details page with full HTML support and video playback.
- Today's Paper and ePaper.
- Accounts and Settings.
- Offline reading.

Each feature required custom UI design and back-end integration. The project yielded separate apps for tablets and smartphones, each with exclusive UI and UX design. Following the July 2015 launch, I conducted extensive quality and stability exercises on the codebase and shared the findings with the team.

DBS/POSB ATM Front-end

Singapore | <https://www.dbs.com.sg>

DBS Bank is the largest bank in Southeast Asia by assets. The project involved developing new HTML/JavaScript-based ATM front-end interfaces deployed across all DBS and POSB ATMs in Singapore, providing a modern way to interact with ATM services.

About the Project

The DBS/POSB ATM front-end project replaced the legacy ATM interfaces with a modern HTML/JavaScript-based solution. The new interfaces featured different themes, languages, and text configurations, deployed across all DBS and POSB ATMs island-wide.

Role: Project Lead

Developed the ATM front-end interfaces at Tigerspike. Key accomplishments:

- Built HTML/JavaScript-based interfaces providing a modern way to interact with ATM machines.
- Implemented multi-language support and configurable themes for different ATM deployments.
- Delivered interfaces deployed across all DBS and POSB ATM machines across Singapore.

Emirates Airlines

Dubai, UAE | <http://www.emirates.com/>

Emirates is an airline based in Dubai, UAE, and the largest airline in the Middle East, operating over 3,300 flights per week to more than 148 cities in 78 countries across six continents.

About the Project

App: [Google Play](#)

The Emirates Android app enables users to book flights, manage their Emirates Skywards account, check in online, and access boarding passes. Features include:

- Flight booking and full booking management (seat selection, dietary requirements).
- In-app boarding pass access with email and SMS delivery options.
- Complimentary Chauffeur-drive service booking for First and Business Class.
- Real-time notifications for flight status, gate changes, and check-in.

Role: Senior Software Engineer

Joined the Tigerspike London team (May–June 2014) to provide Android expertise and mentor the Android team. Contributed to UI/UX implementation, bug fixing, and code reviews. Subsequently joined the Tigerspike Dubai team (August–September 2014) to kick off the next project phase, including building the Dubai Android team through recruitment, estimation exercises, and development planning.

Additionally designed reusable Android UI components—user profile, flight leg, and flight information sections—used throughout the application in flight booking, flight status, trips, and other areas.

Maxis Hotlink

Singapore | <http://www.hotlink.com.my/>

Maxis Berhad is a leading communications service provider in Malaysia, headquartered in Kuala Lumpur, offering a variety of communication products, applications, and value-added services for consumers and businesses.

About the Project

App: [Google Play](#)

The application won the Malaysia Communicators Award in 2015. The Hotlink app enables Maxis prepaid users to manage their accounts. Features include:

- Checking prepaid balance and easy top-ups.
- Monitoring internet usage and purchasing mobile internet passes.
- Daily rewards including free movie passes and merchandise.
- Access to VIP concert tickets and exclusive events.

Role: Software Engineer

As Project Lead of Android, I collaborated with the Design team, Back-end team, and Maxis engineers to deliver features on schedule. Key accomplishments:

- Conducted design exercises with the Design team to optimize the Android user experience.
- Defined Functional and Technical Specification documents.
- Designed application architecture and back-end communication library for Android.
- Facilitated task planning exercises with the Android team after each sprint.
- Defined and implemented the development and build delivery processes.

Role: Software Engineer

Implemented the majority of the app's features, including prepaid and data balance, internet passes, promotions, events, rewards, accounts, multi-language support, push notifications, and home screen widgets. Each feature required custom UI design and back-end integration.

Astro On-The-Go

Singapore | <https://www.astro.com.my>

Astro Malaysia Holdings Berhad is a leading content and consumer group in Malaysia and Southeast Asia, serving 4.6 million residential customers (approximately 65% of Malaysian TV households) with 179 TV channels, including 49 HD channels.

Android App

About the Project

App: [Google Play](#)

The Astro On the Go app allows users to watch their favourite channels and programmes via Android devices. Features include live TV channels, on-demand TV shows and movies, offline downloads, and live entertainment and sporting events.

Role: Software Engineer

Astro On-The-Go was my first project at Tigerspike. I participated in estimation exercises at the outset and subsequently developed the Accounts section (user login and registration), implemented the streaming player, and delivered various UI and UX enhancements. The project went live in January 2014.

Website

About the Project

Singapore | <https://www.astro.com.my>

The Astro On-The-Go website enabled users to stream live TV channels, on-demand content, and catch-up TV through a modern web interface. The platform complemented the mobile apps, providing access to Astro's extensive content library from any browser.

Role: Software Engineer

Worked on the modern UI for the Astro On-The-Go website at Tigerspike. Key accomplishments:

- Developed a modern, responsive UI for the web platform.
- Implemented content streaming and browsing features for the web interface.
- Ensured cross-browser compatibility and optimised performance for various devices.

MalaysiaAirlines.com

Singapore | <https://www.malaysiaairlines.com>

Malaysia Airlines is the national carrier of Malaysia. The project involved working on the Adobe CRM integration for the consumer-facing website.

About the Project

The [MalaysiaAirlines.com](https://www.malaysiaairlines.com) project focused on Adobe CRM integration for the consumer website, enhancing the airline's ability to manage customer relationships, personalise user experiences, and streamline digital marketing efforts.

Role: Technical Lead

Worked on the Adobe CRM integration for the Malaysia Airlines consumer website at Upfront Media. Key accomplishments:

- Integrated Adobe CRM with the consumer-facing website for personalized user experiences.
- Implemented customer data management and marketing automation features.
- Supported digital marketing initiatives through CRM-driven content delivery.

88.3 Jia FM

Singapore | *Upfront Media*

The iOS counterpart of the 88.3 Jia FM radio app, built from scratch for iPhone and iPad, provides live radio streaming and station content to Apple device users.

Android App

About the Project

The 88.3 Jia FM Android app was built from scratch, enabling listeners to stream live radio, browse programme schedules, and engage with the station's content on their Android devices. The app featured live radio streaming, on-demand content, and push notifications for programme updates.

Role: Cross-Platform Developer

Built the 88.3 Jia FM Android app from scratch at Upfront Media. Key accomplishments:

- Built the entire Android application from the ground up, including architecture and UI.
- Implemented live radio streaming functionality within the app.
- Developed programme schedule browsing and push notification features.

iPhone/iPad App

About the Project

The 88.3 Jia FM iPhone/iPad app was built from scratch, bringing live radio streaming, programme schedules, and station content to iOS users. The app was optimized for both iPhone and iPad form factors.

Role: Cross-Platform Developer

Built the 88.3 Jia FM iOS app from scratch at Upfront Media. Key accomplishments:

- Built the entire iPhone/iPad application from the ground up.
- Implemented live radio streaming with background audio playback.
- Optimized the UI for both iPhone and iPad screen sizes.

Website

About the Project

The 88.3 Jia FM website was developed from scratch, serving as the station's primary online platform. Features included live radio streaming, DJ profiles, programme schedules, news and entertainment content, and a content management system for the editorial team.

Role: Cross-Platform Developer

Built the 88.3 Jia FM website from scratch at Upfront Media. Key accomplishments:

- Developed the complete website from the ground up using PHP and MySQL.
- Implemented live radio streaming integration for the web platform.
- Built a content management system for the editorial team to manage programmes, DJs, and news content.

Facebook Apps

Singapore | Upfront Media

A series of Facebook applications developed for major international brands at Upfront Media, including Bosch, KLM, Malaysia Airlines, AIG, Nestle (Friskies and Alpo), and Clarins Beauty Products.

About the Project

Developed multiple Facebook campaign applications for global brands:

- **Bosch — Join The Revolution:** Multi-region Facebook campaign for Bosch power tools across 6 countries. Built a campaign reaching 65K+ Facebook page likes across 6 regions with multi-region content management.
- **KLM — On Assignment:** Facebook travel app enabling users to share travel photos and experiences. Built an app reaching 17K+ users with 4K+ photos shared, implementing photo upload and sharing features.

- **Malaysia Airlines — Share The Journey:** Facebook app for the airline's social media engagement campaign.
- **AIG — Around The World:** Facebook app for AIG's global brand campaign.
- **Nestle — Friskies & Alpo:** Facebook campaigns for Nestle pet food brands. The Friskies app reached 62K+ users, Alpo app reached 20K+ users with multi-region campaign features.
- **Clarins Beauty Products:** Multi-region web campaigns, including Shaping Facial Lift and Beauty Flash Magazine.

Role: Cross-Platform Developer

Developed Facebook applications for multiple international brands at Upfront Media using PHP, Facebook SDK, and MySQL. Key accomplishments:

- Built multi-region Facebook campaigns with content management systems for global brands.
- Implemented photo upload, sharing, and social engagement features using the Facebook SDK.
- Delivered campaigns that collectively reached over 100K+ users across multiple brands and regions.

TapFish Android

Pakistan | GameView Studios Pvt Ltd

TapFish was a popular mobile aquarium game developed by GameView Studios. The Android version brought the virtual aquarium experience to Android users worldwide.

About the Project

TapFish was a virtual aquarium game where players could collect, breed, and care for fish. The Android app featured in-app purchases, social features, and a variety of fish species and tank decorations.

Role: Project Lead

As Project Lead of Android, I collaborated with the Product Manager and Account Manager (offshore) to ensure the timely delivery of key features. Key accomplishments:

- Conducted scrum ceremonies.
- Ensured requirements are finalized for the engineers.
- Conducted code and feature reviews.
- Conducted testing sessions.
- Set the base for the testing framework, which was adopted by other teams.

Role: Senior Software Engineer

Implemented new features, including:

- New Events: a customized solution to add new events in the game.
- Multiple new aquarium items.
- Metadata definition and usability.
- Integration of social features.

IVR Services and System

Pakistan | TRG Tech

Build multiple campaigns, an auto campaign generator and an in-house IVR System.

About the Project

Developed IVR (Interactive Voice Response) services at TRG Tech, building multiple campaigns, an auto campaign generator, and an in-house IVR system for managing automated telephony interactions.

Role: Analyst Software Engineer

Worked on IVR services at TRG Tech in Pakistan. Key accomplishments:

- Built and rolled out multiple inbound and outbound IVR campaigns.
- Worked on the in-house IVR system.
- Built an automated campaign builder which could create new campaigns with a few instructions.

Internal Projects

Android Development Process

Initiated the definition of a standardized development process for all developers, including Git-Flow implementation, code conventions, and coding guidelines. This ensured that developers transitioning between projects could easily understand any codebase.

Android Build Delivery Process

Established a unified build delivery process and version conventions across all projects. This facilitated management of multiple application versions, enabling parallel feature development and automated build delivery to the internal testing team and clients.

Internal Android Library

Created a reusable Android commons library providing features such as animations and application session management. Originated during the Maxis project and subsequently adopted across all APAC offices, reducing development time significantly.

Internal Java Library

Created a reusable Java commons library providing back-end server communication, data encryption, encoding, and parsing capabilities. Originated during the Maxis project and subsequently adopted across all APAC offices.

Social Media Campaign Management System

Build a reusable Campaign Management System that could set up new social media campaigns within hours, including deep connectivity with Facebook (Pages, Apps and Games).