



MARTIN HÖLLER

FREELANCE IOS AND MACOS DEVELOPER

Profile

I am a freelance **iOS** and **macOS** developer with nearly two decades of experience delivering high-quality apps across the Apple ecosystem. My track record spans startups, enterprises, and agencies, as well as independent app development with several successful App Store releases, including the meeting reminder app In Your Face, which was featured multiple times by Apple. I excel at adapting to the needs of each project: building greenfield apps from concept to launch as well as seamlessly integrating into large, established code bases. Whether defining architecture and user experience for new products or quickly delivering value in existing environments, I bring efficiency, reliability, and a strong focus on business outcomes. My expertise covers Swift, SwiftUI, and the full range of Apple frameworks and tools. Beyond technical delivery, I focus strongly on usability, clean user interfaces, and creating apps that align with business goals and delight end users. I have contributed to diverse industries including health tech (**Clue**), e-commerce (**Thalia**), mapping and mobility (**Deutsche Bahn**, **Bosch eBike**), always ensuring measurable impact for clients and users. What sets me apart is the ability to combine technical excellence with a business-oriented mindset. I understand the importance of timelines, budgets, and clear communication, and I adapt quickly to new domains and team structures. Fluent in English and German with working knowledge of Italian, I bring an international outlook and experience working across cultures. As a consultant and developer, I help businesses bring their ideas to life, strengthen existing products, and deliver reliable, user-focused software that stands out in competitive markets.

Experience

Freelance Developer, Robert Bosch GmbH

2021 – 2025

Embedded in a cross-functional team I've worked on anti-theft and safety features of the Flow iOS app (for Bosch smart eBike systems), specifically electronic eBike lock, theft alert and theft tracking. I have also worked on the lower level bike communication layer (abstraction on top of BLE Bluetooth connections). My work touched many areas of the project, from low level data flow, to highly customized user interface components and feature flows. I was involved in the conception, architectural decisions and implementation of new product features and collaborated with stakeholders, designers and other developers. Technologies used: **Swift, SwiftUI, UIKit, Combine, Kotlin Multiplatform**

Freelance Developer, OpenEmail

2023 – 2025

Development of the OpenEmail client apps for macOS and iOS (greenfield project). Technologies used: **Swift, SwiftUI, Swift concurrency (async/await)**

Freelance Developer, Parfümerie Douglas GmbH, Berlin

2020 – 2021

Development of the Douglas shopping app (iOS).

Freelance Developer, Deutsche Bahn

2020 – 2020

Development of an internal proof-of-concept iOS SDK for displaying an interactive public transport network map.

Details

Florence

Italy

+39 351 9586645

martin@martinhoeller.net

Skills

iOS & macOS Development

Swift

SwiftUI

Objective-C

Agentic Engineering

Kotlin Multiplatform

Python

Links

[LinkedIn](#)

[Portfolio Website](#)

[Blue Banana Software](#)

Languages

German

English

Italian

Tech Lead, BioWink GmbH, Berlin

2019 – 2020

Technical leadership of the iOS team, owning and advancing software architecture, improving team processes and code quality and development of the Clue app.

Senior iOS Developer, BioWink GmbH, Berlin

2017 – 2019

Development the Clue iOS App.

Senior iOS Developer, Thalia Bücher GmbH, Berlin

2014 – 2017

Development of the Thalia Shopping App.

Senior Developer, BytePoets GmbH, Graz

JUN 2011 – 2014

Development of various client projects for iOS, macOS, Android and web.

Co-Founder / Managing Partner, Nimblo Software GmbH, Graz

2008 – 2011

Development of a macOS application for budgeting movie productions. Development of various client projects for iOS and web.

Hobbies

Photography

Playing music (piano, keyboards and guitar)

Traveling

Education

Master of Science, Graz Technical University, Austria, Graz

2006 – 2008

SOFTWARE ENGINEERING AND BUSINESS MANAGEMENT

My main study focus was Human-Computer Interaction. In my thesis I researched efficient medical patient data visualization for clinicians. I finished my studies cum laude with a MSc degree.

Bachelor of Science, Graz Technical University, Austria, Graz

2003 – 2006

SOFTWARE ENGINEERING AND KNOWLEDGE MANAGEMENT

During my bachelor studies I focused on computer vision. For my thesis I implemented a 3D object modeling system using stereoscopic cameras. I finished with a Bachelor's degree.