

Novica Petrovic

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EDUCATION

University of Bath

Graduation Date: July 2019

BSc (Hons) Mathematics

Richard Challoner Sixth Form, Surrey

Sept 2013 – Jun 2015

A-levels: Mathematics (A*), Further Mathematics (A), Economics (A) and Chemistry (B).

EMPLOYMENT HISTORY

Veygo

Cardiff / Remote

Senior iOS Developer

January 2025 – Present; 1 year 9 months

- Lead development of Veygo's telematics product as part of a lean, three-person engineering team responsible for an iOS application processing over £30 million in annual revenue, with iOS generating approximately 4× more revenue than Android.
- Design, build and ship customer-facing features in a fast-moving product environment where reliability, user experience and commercial outcomes are critical.
- Work cross-functionally with product and engineering stakeholders to turn ambiguous requirements into well-scoped, shippable software.
- Technologies: Swift, SwiftUI, TCA architecture, CircleCI, GitHub, release workflows, Figma, Claude Code.

Mathsy (www.mathsy.io)

Kingston Upon-Thames

Founder

November 2022 – Present;

- Built Mathsy from product vision to production, owning the roadmap, architecture, full-stack engineering, infrastructure, payments, analytics and the decisions required to run a real education business.
- Grew Mathsy to thousands of GCSE and A-level students, 500+ paying monthly subscribers and 115K+ TikTok followers by building the product and distribution engine together, including an AI-first mathematical visualisation workflow using Manim.
- Designed and built a complete CMS authoring system for educational textbooks, plus end-to-end AI workflows for creating, checking and publishing learning content. Stack: TypeScript, Next.js, React, Node.js, PostgreSQL, AWS, Manim, Claude Code and Codex.

Moneybox

Waterloo

iOS developer

April 2022 – October 2022; 7 months

- Part of the investment platform team responsible for launching the US stocks investing feature. My role in the team was working on the withdrawals part of the feature, ensuring users could get their money out of the app across all the different products you could have funds in. I was also responsible for conducting weekly iOS releases on app store connect on a rota basis.
- Skills and technologies learnt include Swift, SwiftUI objective-c, MVVM-C architecture, GitHub Actions, Snapshot-Testing, iOS package manager, unit testing in XCUITest, App Store Connect, weekly releases.

ClearScore

Vauxhall

iOS developer

April 2020 – March 2022; 2 years

- Responsible for monitoring the iOS app after each release, ensuring crash rates stayed low, being the developer point of contact for weekly releases, liaising with my squad consisting of a product manager,

designers, backend developers, QAs on projects through the full development lifecycle of features (zeroing session, example mapping, through to post-release retrospectives).

- Skills and technologies learnt include Swift, Xcode, AppCode, VIPER architecture, TDD, EarlGrey testing framework, Bitrise, Sourcetree App Store Connect, Git/GitHub, Jira, Abstract, Firebase, Charles, Scrum.

Analyst

August - September 2018 (internship) + July 2019 – April 2020; 1 year

- Responsible for creating and maintaining critical Domo dashboards that were viewed daily by the CEO and C-Suite, displaying hundreds of key company metrics like revenue, signups, DAU etc.
- Skills and technologies learnt included learning how to read data and how to create visually present data, SQL, Amazon Redshift, Python, DataGrip, S3, Jenkins, Domo, Amplitude, Git/GitHub, Miro, Dropbox

Department for Business, Energy and Industrial Strategy

Whitehall

Energy Prices Analyst

July 2017 – July 2018; 1 year

- Spearheaded data collection and analysis for the Quarterly Energy Prices publication, collaborating with key stakeholders to enhance data accuracy and relevance.
- Utilized Python to clean and organize extensive datasets, implementing quality and validation checks to ensure precision.
- Addressed complex parliamentary inquiries (PMQs) on energy pricing, delivering nuanced responses efficiently and on time.
- Championed a project management training program for team members focusing on publication workflows; engaged 15+ staff members, resulting in a measurable increase in team efficiency and a 20% reduction in project turnaround times.

SIDE PROJECTS

Specframe (specframe.co.uk)

Founder / Product Engineer

- Built a content authoring and publishing platform for interactive textbooks, diagrams, questions and video, extending the systems developed for Mathsy into a product for other creators and organisations.
- Engineered the full-stack CMS, structured content model, review and publishing workflows, and white-label website integration using TypeScript, React, Next.js, PostgreSQL and AWS.
- Created an MCP server that lets AI agents work directly with projects and learning content, with validation and human review before publication.

Kabo (iOS App)

Solo Founder / Product Engineer

- Designed the game, rules, UX and visual language from scratch, then engineered the complete iPhone and iPad product in Swift and SwiftUI.
- Built the multiplayer architecture end to end with Firebase and Firestore, including private rooms, bots, progression systems and the edge cases required to make a live game feel reliable.
- Created a complete admin panel to monitor app health, player activity and analytics, giving me the tools to operate and debug the product after launch.
- Owned the full route to market: StoreKit purchases, legal pages, App Store Connect, submission, release and ongoing product decisions.

Selected technologies: Swift, SwiftUI, React Native, Expo, TypeScript, Next.js, React, Node.js, Firebase, Firestore, PostgreSQL, AWS, StoreKit, App Store Connect, Figma, Claude Code and Codex. More detailed breakdowns of my work are available at novicapetrovic.com.