

Craig Baumer

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PROFILE

Experienced engineering leader with expertise in building and managing high-performing mobile app development teams. Strong background in Android app development with a focus on an analytics-driven approach to delivering successful consumer experiences.

EXPERIENCE

Fable | Palo Alto, CA (Remote)

Engineering Manager (Promoted from Lead Android Engineer) — 2020 - 2025

- Launched the Fable Android application (500k+ downloads, 4.6 stars) and grew the overall product to 2M+ users.
- Managed the Android engineering team, including mentoring, hiring, and setting clear performance expectations and goals
- Worked closely with senior leadership, design, product, and backend teams to plan, prioritize, and implement new features
- Created and managed entire app development and release process, covering code reviews, build pipelines, and automated testing,
- Handled Google Play compliance involving in-app purchasing, subscriptions, legal requirements, and disclosures
- Started weekly Android-specific analytics reports and productized into an automated dashboard with crash and ANR rates, startup time, and individual screen performance metrics
- Led app architecture and Android development best practices, including a transition to Jetpack Compose. Kept team up to date with latest developments in Android, and started a forum for knowledge sharing within the engineering organization
- Spent several months working as a product manager, successfully leading the Fable social media feed project

Hallmark Labs | Santa Monica, CA (Remote)

Software Engineer — 2019 - 2020

- Created the Hallmark Card Finder Android application, working with multiple APIs including direct e-commerce ordering with secure credit card payments in-app
- Setup Android continuous integration and deployment with Docker runners on Gitlab
- Moved to the Hallmark Movies Now team with a focus on improving code quality, development processes, and providing technical leadership
- Increased Hallmark Movies Now crash-free rate from ~95% to 99% in first two months
- Guided in-office team members through the work from home transition

QLess | Pasadena, CA (Remote)

Software Engineer — 2014 - 2019

- Created the QLess Android application (200k+ downloads, 4.5 stars), with live web socket updates and extensive use of location and mapping APIs
- Developed push notification and SMS system using AWS SQS, SNS, Lambda, and Twilio including live monitoring and observability and custom Slack alerts
- Built APIs with Dockerized Python/Flask services deployed on Kubernetes and Docker Swarm incorporating unit and integration tests and CI/CD
- Led effort to move new API development to microservices on AWS and Google Cloud

Adaptive Digital Technologies | Plymouth Meeting, PA

Software Engineer — 2010 - 2014

- Developed full-featured Android VoIP SDK
- Extensive experience using the Android NDK, Java-Native Interface (JNI), and OpenSL to implement real-time low-latency audio applications
- Provided customer and engineering sales support, on-site and remote

EDUCATION

Villanova University | Villanova PA

Bachelor of Science in Computer Engineering — May 2011

Minor in Cognitive Science

Honors Program and Dean's List

SKILLS

Kotlin, Android, Jetpack Compose, Firebase, AWS and Google Cloud, CI/CD (Bitrise, Jenkins, Gitlab, Github), Python, Docker, Git, Agile, Jira, Java, server administration, and general DevOps