



Hi, I'm **Jelly** a.k.a. **Daniel Farrelly**.
I like creating things, and this is my resume.

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About Me

I'm a seasoned Apple platforms developer with a strong sense of visual style and a portfolio spanning apps, design, websites, and podcasting, though these days the day job is mostly Swift.

ANZ

May 2025 – Present

I joined ANZ as a Staff Engineer, moved into the Mobile Engineering Manager role within two weeks, and stepped back into an individual contributor role as a Senior Software Engineer in March 2026, following a team restructure.

- I'm currently working on an iOS feature that improves the way customers manage repayments on mobile, as part of ANZ's "single customer front-end" initiative: the merging of ANZ Plus, ANZ, and Suncorp into a combined customer base of over 8 million.
- As Mobile Engineering Manager, I led a team of up to 8 iOS and Android engineers across the Statement of Position, Loan Application, and Property domains, working with delivery and product stakeholders to build out and maintain the home loan feature set.
- I directed a sustained reduction of technical debt in the iOS loan application codebase, leaving the team on a more stable footing for future delivery.
- I proactively redirected team capacity to support SCFE work ahead of broader escalation, materially contributing to the Home Loans SCFE programme tracking ahead of expectations.

Itty Bitty Apps / Mantel Group

March 2022 – May 2025

Itty Bitty Apps was acquired by Mantel Group partway through my tenure. Client-facing role, embedded in teams at SEEK and ANZx.

- At SEEK, I worked across various aspects of the SEEK mobile app, addressing bugs and designing a replacement for the GraphQL library they originally used.
- At ANZx, I worked with the Statement of Position squad to build out the ANZ Plus digital home loan offering, from initial launch through to the ongoing expansion of features, such as the delivery of the six-month 'Multiple Properties' deliverable, needed to broaden customer eligibility. The origination flow let customers apply for a refinance in five minutes, and drew down nearly 1,000 home loans before being paused.
- During this time, I led the iOS Statement of Position engineers from October 2022 as the iOS Tech Lead, guiding my fellow engineers in best practice and ensuring that we wrote consistent, high-quality code.
- I mentored a Senior iOS engineer into taking over the Tech Lead role as I moved into engineering management, and helped in supporting a graduate into becoming a full-fledged engineer.
- I defined and championed a "feature-leading" approach that distributed ownership of scoped deliverables across the engineering team, surfacing requirements early and improving quality.

Today's Plan

January 2021 – March 2022

As the only dedicated native mobile developer at Today's Plan, I predominantly maintained their iOS app and related private frameworks.

- Maintained a custom Swift-based iOS app with an Angular-based web UI. The native layer handles most system-level tasks for the application, and uses a custom, protocol-based interface for communication with the web UI.
- Maintained a custom framework used to record cycling activities, including data intake from CoreLocation and Bluetooth sensors, as well as filtering, smoothing, processing, and recording the data to a file in real-time using the Garmin FIT SDK.
- Designed an upcoming overhaul to their calendar system, used by coaches to schedule activities for athletes and monitor their training.

JellyStyle Media

November 2000 – February 2020

A long-running freelance practice spanning iOS development, web development, and design work for a range of agencies and direct clients.

Across two decades, deliverables ranged widely: iOS apps, custom Wordpress builds, logos, illustration, certificates, flyers, booklets and bookmarks, wedding invitations, and the visual media and music for two locally-produced stage productions.

Skills

I write iOS and macOS apps in Swift, SwiftUI, and Objective-C, with extensive experience across Apple's frameworks and tooling, including UIKit, Combine, Swift Concurrency, CoreLocation, CoreBluetooth, StoreKit, App Intents, XCTest, Swift Testing, and Xcode build workflows.

I design in both Figma and Sketch, covering everything from individual components through to complex multi-screen interfaces.

I'm capable of working quickly and effectively both with and without agentic LLM tooling such as Claude Code or OpenAI Codex.

GIFwrapped

February 2014 – Present

<https://gifwrapped.app>

<https://apps.apple.com/au/app/gifwrapped/id782319880>

GIFwrapped was one of the first GIF apps on the App Store, and is predominantly built in Swift. It uses the Dropbox HTTP API and CloudKit for syncing the user's library, and integrates with a number of other third-party APIs for search.

Writing & Podcasting

- I write occasionally at <https://jellystyle.com>.
- Open source work lives at <https://github.com/jellybeansoup>.
- I produced and co-hosted the JellyStyle Podcasts network — six shows across a combined 647 episodes, including original artwork, the network's CMS, and social media for the shows I hosted myself. All now ended, but I'm proud of the run.