



Antonín Šimek

Senior Apple Platforms Engineer

I lead mobile products from architecture through App Store release and shape practical AI standards for how teams work. From a single project to a wider engineering domain, I turn fast-moving tools into clear, responsible practices teams can apply consistently.

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CURRENT	CORE CRAFT	AI PRACTICE
Etnetera Flow	Swift · Apple platforms	Standards · Governance

01 Experience

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Senior Apple Platforms Engineer

Etnetera Flow · Prague

Sep 2022 – Present

Technical leadership and hands-on delivery across high-scale consumer apps, shared mobile platforms, and internal products.

- Mobile Technical Lead for STS PL, guiding three cross-functional mobile teams on a Kotlin Multiplatform sports betting product.
- Led iOS delivery for SoccerWay, Merkur Bets, and Rossmann Club, from new builds to long-running production apps.
- Lead AI standardization and governance across mobile projects and the wider engineering domain, creating clear practices for consistent, responsible adoption.
- Owned DevOps and Live Activities architecture for ČSOB DoKapsy, connecting product needs with reliable delivery.
- Led Guest Connect on mobile and shipped two Apple Foundation Models features that run entirely on-device: an event summary and a Q&A window.

Also: StoryHunt DevOps · Etnetera Mobile Academy mentor

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iOS Developer

Etnetera · Prague

Apr – Sep 2022

Built and delivered native iOS work for client products before moving into Etnetera Flow.

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From support to iOS engineering

Česká spořitelna · Prague

2018 – Apr 2022

iOS Developer

2020 – 2022

iOS Tester

2019 – 2020

Hardware Support Specialist

2018 – 2019

Progressed internally into native development, bringing a quality-first and operational perspective to retail banking software.

02 Selected work

MOBILE TECHNICAL LEAD · KMP

01

STS

Leadership across three mobile teams for Poland's leading sports betting platform.

App Store ↗

IOS PLATFORM LEAD

02

SoccerWay

End-to-end iOS delivery for a global football scores, fixtures, and statistics product.

App Store ↗

IOS PLATFORM LEAD · KMP

03

Merkur Bets

Took the iOS app from zero to App Store release and continued development post-launch.

App Store ↗

IOS PLATFORM LEAD

04

Rossmann Club

Led iOS delivery for the loyalty and rewards app of a major Central European pharmacy chain.

App Store ↗

Capabilities

ENGINEERING

Swift

SwiftUI

UIKit

Kotlin Multiplatform

Apple Foundation Models

Live Activities

PLATFORMS

iOS · macOS · watchOS · tvOS · visionOS

LEADERSHIP & DELIVERY

Mobile tech leadership · Architecture · DevOps · Mentoring · Cross-functional delivery

AI practice

Standardization · Governance · Adoption patterns · Responsible delivery · On-device AI

Writing & speaking

ARTICLE + TALK · 2026

On-device AI with Apple Foundation Models

From a hands-on workshop to two production features and an App & Tell talk.

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