Front-end Developer iOS

Fit For Free and its sister company Sportcity are a breath of fresh air to the competitive fitness market. The sports chains are working on a revolutionary health app and have room for an experienced Front-end Developer iOS.

For whom?

- At least three years of iOS development experience
- Excellent knowledge of Swift frameworks
- Experience with digital B2C products and agile software development
- Has a creative mindset without losing sight of the customer focus
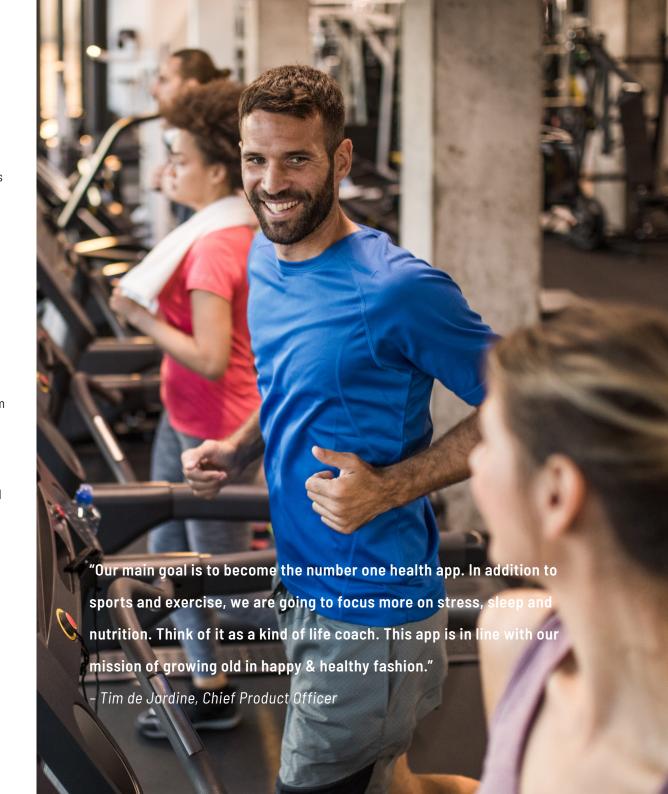- Perfect command of the English language

About Fit For Free

Unleashing a true online fitness revolution, that's what Fit For Free and Sportcity have in mind. Olympus Investment, the company that has both brands under its wing, aspires to become a state-of-the-art health and fitness platform. Following the acquisition by Bencis Capital Partners in 2018, a new management team has started to realize this ambition. An important element in all this is the focus on 'digital fitness'.

The digital transformation is in full swing. Based on a successful pilot, a new app was launched at the end of 2019 to help members achieve their personal health goals. As it turns out, many members lose their drive to exercise due to the lack of a personalized approach and having the feeling that they are too busy. The new product therefore offers personalized workouts that you can add to your own online calendar. Furthermore, the app works with an algorithm based on machine-learning. The more someone uses the app, the more personalized to that specific user it becomes.

And this is just the beginning. Olympus Investment is working on an integrated fitness journey that goes beyond the confines of the gym. A strong emphasis in the year 2020 will be on conducting a lot of research, investing in product development as well as designing and building new features. The focus is on ground-breaking functionalities inside, but especially outside the gym.

The groundwork is already there, but there is still a lot of work to be done to reach the level of 'gym 2.0'. That is why a new team is currently being formed to further expand this digital transition. And this is exactly where the driven Front-end Developer iOS enters the stage.

"Our main goal is to become the number one health app. In addition to sports and exercise, we are going to focus more on stress, sleep and nutrition. Think of it as a kind of life coach. This app is in line with our mission of growing old in happy & healthy fashion."

– Tim de Jardine, Chief Product Officer

Front-end Developer iOS

The Front-end Developer iOS is the basic link between the back-end and the Fit For Free app user. The technical skills of this front-end talent will provide the app with an accessible user interface in iOS. The work process is all about experimenting, testing and measuring, in other words: evidence-based work. Apart from being an inexhaustible creative source, the ideal candidate therefore also has a data-driven mindset.

The ideal Front-end Developer iOS draws a great deal of inspiration from experimenting and thinking outside the box. In addition to refining existing apps, this open-minded developer elaborates on all new features. And there are quite a few of them. Ultimately, the top-notch ideas and skills of the Front-end Developer iOS should lead to excellent conversion optimization. Experience with the development of complex consumer apps is, therefore, a plus.

In addition to designing, developing and implementing complex front-ends for mobile apps, the Front-end Developer iOS possesses a strong business awareness. Just like all other team members in the tech lab, this technical mastermind knows how to get inside the heads of the desired app users. Their actual habits and functional needs of the users are always the deciding factors because the bottom line is that without the users, there is no app.

All in all, there are interesting plans in the pipeline for the 'gym 2.0' concept in which the Front-end Developer iOS can make a major difference. Thorough knowledge of the programming language Swift is an absolute must, including a clear vision on iOS-development. To arrive at the most complete version of the Fit For Free app, he/she works closely with the UX Researcher and the UI Designer. And furthermore, he/she is a good sparring partner for the multidisciplinary tech team.

The Front-end Developer iOS reports to the Technology Lead and works from a new office in Amsterdam.

Interested?

Fit For Free works with Top of Minds to fill this vacancy.
Contact Hayke Tjemmes for more information.

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