Ethan Fox – Resume

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Ethan Fox

ethanjfoxy@gmail.com · Irvine, CA · ethanfox-site.pages.dev

Solo founder who designs, builds, markets and ships iOS apps end to end: about 150k lines of Swift, TypeScript and JavaScript across six products, three live on the App Store. Deep in Apple frameworks, trust and safety, and App Store launches. I direct AI coding agents to run several products at once.

Experience

Founder & sole developer, Boomboom LLC · 2023 to present

BoomBoom: creator platform for timed, limited-edition photo posts that fans pay to unlock (in App Review)

- Built every part alone over 3 years: SwiftUI iOS app (~40k lines), 71 Firebase Cloud Functions (~13k lines TypeScript), a Cloudflare Worker (~23k lines) and a web admin dashboard (~15k lines)
- Designed an upload pipeline where nothing goes live until every image and caption passes PhotoDNA hash matching, Google SafeSearch and text moderation; flagged files are quarantined
- Built the legal stack most startups buy: automatic NCMEC CyberTipline reports with retries, TAKE IT DOWN Act and NCII takedowns, COPPA and DMCA handling, police exports by legal process type, audit logs and legal holds
- Built the money side: in-app currency through In-App Purchase, monthly PayPal creator payouts, and an admin profit view that accounts for Apple's cut and refunds
- Admin tools for running it alone: phone-friendly review queue, bans, and kill switches that pause uploads, sign-ups or purchases

Handbill: Invoices & Estimates: invoice app for tradespeople (live on the App Store since Nov 2026)

- ~20k lines of SwiftUI with ~7.5k lines of tests and no third-party code; works fully offline, no accounts or servers

- Apple Intelligence (Foundation Models) turns a spoken or typed job description into priced line items; Vision OCR scans receipts
- Multi-page PDF engine with 7 invoice styles, 19 trade packs, widget, Siri Shortcuts and Spotlight
- Launched it myself: StoreKit 2 subscriptions, App Store page and screenshots, SEO marketing site, growth plan

Projects

- **Dreemy: Lucid Dream Journal** (iOS, v1 live since 2023; 2.0 in progress): ~51k lines. Private voice journal with on-device speech recognition, Apple Intelligence dream insights, NaturalLanguage pattern finding, HealthKit sleep data, Live Activities, Control Center widgets and Face ID lock. Set premium pricing: $59.99/yr with trial or $149.99 lifetime
- **TypeIsland** (iOS, SpriteKit): ~20k-line typing RPG with 10 islands and 50 zones. Balanced difficulty with Python simulations (free part ≈ 23 min at 45 WPM), Apple Intelligence story generation, 9 holiday events, Game Center leaderboards
- **Flikkit!** (iOS, live): ~18k-line physics arcade game in SpriteKit with Game Center and in-app purchases; built three new gameplay prototypes to test what's most fun
- **3D site designer for a prefab building company** (web): Three.js building configurator that places up to 8 buildings on a real campus in Google Photorealistic 3D Tiles (Cesium), shares the whole project in one short link, and generates board-meeting paperwork. Wrote and priced the client proposal

Skills

- **Apple platforms:** Swift, SwiftUI, UIKit, SpriteKit, SwiftData, Core Data, StoreKit 2, WidgetKit, App Intents, Foundation Models (Apple Intelligence), Vision, Speech, HealthKit, ActivityKit
- **Backend and web:** TypeScript, JavaScript, Firebase, Cloudflare Workers and Pages, Three.js, Cesium, Python
- **Trust and safety:** PhotoDNA, NCMEC CyberTipline, content moderation, takedown and law-enforcement processes
- **Marketing and launch:** App Store pages and screenshots, pricing and subscriptions, SEO sites, launch and growth plans, App Review appeals
- **Ways of working:** directing AI coding agents across several codebases at once

Education

- **B.S. in Computer Science**, University of California, Riverside
- **Associate degrees in Mathematics and Physics**, Irvine Valley College