Layne Moseley

VP of Engineering · Engineering Leadership · POS & Retail Technology · AI-Driven Engineering

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SUMMARY

VP of Engineering with 17 years building consumer apps, point-of-sale (POS) systems, and cloud platforms. At Crumbl, helped scale from 30 to 1,000+ stores and billions in sales; now leads ~20 engineers through a team of managers, owns the engineering budget, and led the company's shift to AI-driven engineering. Hands-on in the code. Former CTO of i.TV, iOS engineer at Snap, and Apple WWDC Scholar.

CORE COMPETENCIES

Engineering Leadership · Engineering Process & Productivity · Engineering Budget & Cloud Cost Optimization · AI-Assisted Development & AI Agents · Continuous Delivery · Platform Architecture · Point of Sale (POS) & Payments · Retail & Restaurant Technology · Mobile Apps (iOS, Android) · AWS Cloud & Serverless · Build vs. Buy & SaaS Cost Reduction · Hypergrowth & Franchise Technology · Post-Acquisition Integration · International Expansion

PROFESSIONAL EXPERIENCE

Crumbl

Provo, Utah

VP of Engineering

Aug 2026 – Present

- Lead Crumbl's engineering organization (~20 engineers, 3–4 managers and leads) across customer mobile apps, in-store POS, web, and platform
- Own the engineering budget (AWS, vendors and SaaS, headcount); cut millions per year in SaaS and cloud spend, largely by using AI to build in-house tools that replaced third-party software
- Led Crumbl's AI adoption: AI coding tools used daily by nearly every engineer, team AI standards, AI features in the product, and internal AI agents; shipped faster with no added headcount
- Run a delivery process that ships to production multiple times a day, while staying hands-on in the code

Director of Engineering, Customer Apps

Nov 2023 – Aug 2026

- Owned all customer-facing technology: the Crumbl iOS and Android apps (rated 4.9 stars from millions of App Store ratings) and the in-store point-of-sale system
- Kept Crumbl's fully custom POS at high uptime in every store: 1,000+ locations, hundreds of millions of transactions, and billions in sales
- Took the platform to Mexico: a dedicated AWS region and account, peso pricing, and CFDI electronic tax invoicing

Software Engineer

Oct 2019 – Nov 2023

- Early engineer as Crumbl grew from 30 to 900 stores in four years
- Built Crumbl's custom POS for Apple hardware, used in every store, on a TypeScript/GraphQL API covering payments, gift cards, loyalty, catering, refunds, and sales tax
- Built the AWS backend (Lambda, ECS, DynamoDB, PostgreSQL, GraphQL, TypeScript) for online ordering, delivery integrations (DoorDash, Uber Eats, Grubhub), loyalty, and supply chain
- Shipped iOS and Android apps for pickup, delivery, and nationwide shipping

Radiant

Salt Lake City

Systems Architect

Jan 2019 – Oct 2019

- Sole backend architect for a video social app: AWS serverless architecture (Lambda, DynamoDB), data modeling, testing, and CI/CD on Node.js and TypeScript

Snap Inc. Lehi, Utah

iOS Engineer, Camera Foundations Sep 2018 – Jan 2019

- Owned Snapchat iOS app startup, camera API integration, open-to-camera performance metrics, and the camera layer every other team built on

Instructure (Canvas LMS) Salt Lake City

Lead iOS Engineer Sep 2016 – Sep 2018

- Led 6 engineers across the Canvas Student, Teacher, and Parent iOS apps; owned technical direction, architecture, and team culture
- Built the cross-app messaging system, file management, and teacher assignment tools

Bloom Built (Day One) Provo, Utah

iOS Engineer May 2015 – Sep 2016

- Built the activity feed, backup and restore, entry editing, and filtering for the award-winning Day One journal app

glasses.com (Luxottica) Salt Lake City

Head of Mobile Engineering Dec 2014 – May 2015

- Built the mobile team and shared iOS libraries behind Luxottica's Virtual Try-On

i.TV Provo, Utah

Chief Technology Officer (joined as iOS Engineer) Apr 2012 – Dec 2014

- Elected CTO by peers; launched Nintendo TVii (co-created with Nintendo), DIRECTV CoPilot, and tvtag
- Led engineering integration after acquiring GetGlue (4.5M+ registered users) and its relaunch as tvtag; met a 90% operating-expense reduction target with no loss of service
- Built real-time social and live sports trivia backends on Node.js

Earlier: Founder & CEO, Serpentine (apps for BBC America and Los Angeles World Airports) · Senior Engineer, Affinity Amp · iOS Instructor, DevMountain

EDUCATION

- M.S., Computer Science — Vanderbilt University, 2023
- B.S., Applied Computer Science — Brigham Young University–Idaho, 2012

AWARDS & SPEAKING

- Apple WWDC Student Scholarship, 2009
- Panelist, iPhreaks iOS podcast, 2016

TECHNICAL SKILLS

- **Languages:** TypeScript, JavaScript (Node.js), Swift, Objective-C, SQL
- **Cloud & data:** AWS (Lambda, ECS, DynamoDB), PostgreSQL, GraphQL, Snowflake
- **Mobile:** iOS (Swift, SwiftUI, UIKit), Android
- **AI:** AI-assisted development, LLMs, AI agents
- **Domains:** POS and payments, gift cards and loyalty, delivery integrations, multi-region infrastructure