



Memphis
CocoaHeads

memphiscocoaheads.org

Special thanks to **Start Co**



Introductions

Becoming an iOS Developer

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Before iOS Development

- Java enterprise developer
- Really wanted be a Mac developer
- Followed the community online
- Wrote personal projects in my spare time
- But, my hobby never gained traction

Kept asking myself the
same question...

How can I be a “real” Mac developer?

Years passed...

Turning Point

- iPhone released
- Decided to force myself to be an iOS Developer
- Found a lot of interest locally, but not enough demand for a full-time job
- Left comfortable salary to pursue this career

Getting There (Eventually)

- Not a lot of demand at first
- Had to do mostly web work (90/10)
- Over time mobile development work increased
- After a couple of years I was exclusively mobile

What I Got Right

- Knew the material (Objective-C, Cocoa)
- Knew about the people, companies in the industry
- Was determined, confident
- Willing to take a risk

What I Got Wrong

- Hesitated for a few years
- Didn't make many online connections
- Didn't go to conferences, no face-to-face time with key people
- Didn't consider remote opportunities (focused locally)
- Didn't focus on personal projects that could be apps to showcase abilities

Tips for Making the Jump

- Know the material (Objective-C, Cocoa)
- Have confidence and determination
- Make online connections
- Try to go to conferences and chat with real people
- Focus more on remote opportunities than local
- Develop apps to showcase your abilities

Know the Material

- Apple Documentation is a great place to start
- Lots of great books
- Free Stanford Course on iTunes U:
 - “Developing Apps for iOS”
- Spend the time to learn and understand, rather than rush to put something together

Make Online Connections

- Find and follow people on Twitter
- <http://themikeleelist.com/>
- Contribute on StackOverflow if you know answers
- Blog on technical topics (if that's your thing)
- Mailing lists, etc

Try to Meet People in Person

- Conferences are heavily attended by important folks in the industry:
 - WWDC, even without a ticket
 - 360|iDev
 - CocoaConf
 - NSConf
- Try to make it to one conference a year
- The cost of travel will more than pay for itself

Focus on Remote

- Lots of employers (most?) have remote employees
- MartianCraft has people all over the US, UK and has no real office
- Clients are very comfortable with remote contractors
- Local opportunities are still cool, but just not enough

Most Important Tip:

Build apps! This is the first thing a client or employer will ask to see

Questions