

Daniel Morales González

Lead Mobile Developer at Joe & The Juice · Copenhagen, Denmark

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I lead mobile at Joe & The Juice, where the React Native app serves more than two million guests. Before that I shipped medical-grade diabetes software and AR on Android. On the side, I run nyborger, a citizenship-exam app.

WORK

Mar 2026 – now
DIRECTION

Lead Mobile Developer · Joe & The Juice

- Lead mobile development for the Joe loyalty app, serving 2M+ guests across markets.
- Set technical direction for the React Native codebase and mobile architecture.
- Drive cross-team initiatives with product, backend, data, and growth.
- Own the integrations the business runs on: payments, analytics, and engagement.

Mar 2024 – Mar 2026
SYSTEMS

Senior Mobile Developer · Joe & The Juice

- Led the redesign of the onboarding flow.
- Built the shared payment layer for regional checkout in the Middle East.
- Built the experimentation setup the team uses to ship changes safely.
- Drove the TypeScript migration and over-the-air releases across the app.

Dec 2022 – Mar 2024
FLOWS

Mobile Developer · Joe & The Juice

- Built ordering, loyalty, and navigation features in a fast-moving international product.
- Moved critical areas of a large JavaScript codebase to TypeScript.
- Integrated native iOS and Android payment SDKs for Middle East markets.

Feb 2019 – Nov 2022
FEATURES

Mobile Developer · Hedia

- Delivered a medical-grade diabetes companion app with React Native and TypeScript.
- Bridged BLE and NFC medical devices through native modules.
- Automated the test pipeline, from linting to end-to-end runs.

Jul 2018 – Dec 2018
SCREENS

Android & Backend Developer · VMA Nordic

- Built the native Android app for VR Karbala with ARCore, GoogleVR, and Unity.
- Migrated legacy SQL workloads to Firebase.

ON THE SIDE

Mar 2025 – now
EVERYTHING

Founder · nyborger

- Built a React Native app from scratch for the Danish citizenship exam.
- Designed a component library with Unistyles and Reanimated.
- Run it on Supabase with Edge Functions for business logic.

SCHOOL

2016 – 2018

Multiplatform Application Development · INS Provençana

2015 – 2016

Aerospace Systems Engineering · Universitat Politècnica de Catalunya

CERTIFICATES

2022

IEC 62304:2016/AMD 1:2015 · QAdvis

2022

IEC 62304: Medical Device Software Life Cycle Processes · QAdvis

2022

IEC 82304-1:2017 Health Software · QAdvis

2015

Occupational Risk Prevention · Generalitat de Catalunya

2014

English Language Immersion (C1) · Universidad Internacional Menéndez Pelayo

TOOLS

Mobile

React Native, Expo, EAS, Expo Router, React Navigation, TypeScript

Motion & UI

Reanimated, Gesture Handler, Skia, Unistyles, Figma

State & data

TanStack Query, Zustand, Redux Toolkit, MobX, Apollo Client, GraphQL, Zod, MMKV

Backend

Supabase, Firebase, Node.js

Product

Amplitude, Braze, mParticle, RevenueCat, Adyen, Auth0, Mapbox, il8next

Quality & delivery

Jest, Testing Library, Detox, Sentry, GitHub Actions, CircleCI, Bun