

Craig A Holliday

Software Engineer

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SUMMARY

Software engineer. I build native apps, video players, and the tools that test them, across Apple, Android, React Native, TV, and the web.

EXPERIENCE

Plex

2024-2026

Staff Software Engineer

Aug 2026 – Oct 2026

Lead Player Engineer for all platforms.

- Build and maintain the native player stack for React Native backed applications.
- Build and implement fully automated player stack testing framework.
- Utilize AI to accelerate bug fixes, new features, and maintaining product quality.

Senior Software Engineer

Feb 2024 – Oct 2026

Senior Software Engineer on the Personal Media team.

- Build and maintain a bespoke native Apple player powering playback on iOS and tvOS.
- Maintain and support the Android player and client.
- Build, maintain, and integrate native player stacks and playback experience in React Native applications for Apple, Android, Vega, FireTV and Web.

Dolby Laboratories

2021-2023

Manager, Development - Media Streaming Solutions

2021 – 2023

- Led the network coding SDK team of 2 Apple, 2 Android, and 4 Web developers, and was its technical product owner.
- Built network coding SDKs for Apple, Android, and Web, and shipped them to customers in alpha and public beta.
- Owned and led an automated playback testing system for Apple, Android, and Web with network emulation and Appium.
- Managed four engineers, two of whom were promoted. Hired a staff engineer and two contract engineers.
- Built an HLS validation CLI and a Rust HLS parser proof of concept alone, and led an SDK metrics validation tool.

RealEyes Media

2019-2021

iOS Developer

2019 – 2021

- Led Apple development of a Swift media player SDK for iOS and tvOS. The customer integrated it into many of its apps.
- Led two parallel network throughput testing SDKs, in Swift for Apple and Kotlin for Android.
- Built example apps that customers gave to integrators, for DRM on AVContentKeySession and for webOS and Tizen.
- Led development of a SwiftUI sporting events app for iPhone and iPad through its 1.0 App Store release.

Development Manager

2019 – 2021

- Managed two junior engineers, one associate engineer, and several contractors.
- Mentored junior developers on four client projects.
- Built React and Angular front ends for a media encoding tool, an ad insertion URL builder, and a live stream testing tool.

SKILLS

Languages: Swift, Kotlin, TypeScript, JavaScript, Rust

Platforms: iOS, tvOS, Android, Fire TV, Vega, Web, webOS, Tizen

Frameworks: SwiftUI, React Native, React, Angular, Svelte, Node.js

Media: AVPlayer, AVContentKeySession, ExoPlayer, AndroidX Media, HLS, DASH, DRM, Video.js

Testing and tools: XCTest, JUnit, Appium, Mocha, Docker