



matthewMOON

mattmoon.yj@gmail.com

(716) - 222 - 0862

San Francisco, CA 94102

Skills_

| *JavaScript, React, React Native, Redux, Ruby on Rails, jQuery, HTML5, CSS3, PostgreSQL*

Projects_

Progress Tracker Mobile - *Ruby on Rails, React Native* - Mobile application for App Academy's internal web app [live](#) | [git](#)

- Combined GitHub OAuth 2.0 with Rails Sessions to authenticate users on front-end allowing for persistent login and quick user authentication.
- Re-envisioned App Academy Progress Tracker Program with student focused UI, creating an intuitive mobile interface.
- Managed front-end development process amongst collaborators to ensure production of promised product.

InfiniteLoop - *Ruby on Rails, React / Redux* - Minimal community forum concept for programmers and developers [live](#) | [git](#)

- Streamlined Redux store to maintain a limited state, placing algorithm concerns on ActiveRecord and PostgreSQL.
- Decoupled voting slice of state from Redux store and tied vote logic with both Questions and Answers, via jBuilder JSON responses for reduced state and reducer complexity.
- Constructed modular tab and form components to create a scalable structure for future presentational components and functionality for an intuitive user experience.

Fall Down - *Vanilla JavaScript* - Web browser rendition of arcade classic *Fall Down* [live](#) | [git](#)

- Implemented EaselJS with Vanilla JavaScript for a light and fluid arcade game experience.
- Designed page to be reminiscent of both the TI-84+ calculator as well as legacy arcade machines.
- Created modals with pure HTML/CSS to avoid heavy calculations and DOM manipulation on client-side.

Experience_

Social Media and Marketing Specialist - OneLogin

2013 ~ 2016 - San Francisco, CA

- Overhauled social media practices with an emphasis on brand awareness and customer advocacy. Shifted metrics emphasis on increasing positive company sentiment, doubling customer interaction and increasing average NPS.
- Assumed ownership of Application Partner collateral (in close collaboration with Business Development), landing pages, blog posts and website maintenance using WordPress, Statamic, HTML and Bloomfire.
- Copyedited Marketing content including, but not limited to, product data sheets, whitepapers, case studies and webinars with the use of the Adobe Suite (Photoshop, Lightroom, InDesign) as well as the Microsoft Suite.
- Spearheaded customer advocacy efforts through Influitive, in order to further identify meaningful customer pain points and increase company visibility. Collaborated with UI/UX, Design and Sales to on-board and implement Influitive.

Education_

| **App Academy** Full-Stack Web Development

June 2017

| **University of California, Irvine** BA, Sociology

June 2012