JoonHo Um Resume
Software Engineer

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WORK EXPERIENCE

AWAKE CORP.   **Seoul, Korea**
Co-Founder, Software Engineer   **2021-NOW**

- Software Engineer
- Took pivotal role in establishing a data analytics platform "Creatorly", empowering Instagram and YouTube creators with actionable insights. Took lead in mainly frontend development and maintenance of backend.
- Migrated two legacy javascript code base to typescript in need to aggregate two distinctly developed service to one, leading to efficient maintenance and feature development.
- Spearheaded the frontend development of "Chowon", playing a pivotal role in conceptualization the initial mvp features and pioneering the frontend web architecture.
- Took lead in SEO improvement of "Chowon" by developing on-demand sitemap and og-image generation and automatic user content SEO registration.
- Took lead in expanding "Chowon" platform from web to app. Built frontend architecture to operate a web-based app in consideration of quick feature distribution in both platforms with limited resource, leading to efficient feature development with stability.
- Made distributed caching implementation using browser cache and server cache, reducing latency by 70% and improving user experience in the application.

- Co-Founder
- Co-founded Awake Corp.
- Took part in sales, business development and business operation in early startup stage.

BeautyPass Corp.   **Seoul, Korea**
                                                                           2018-2019

- Business Developer
- Participated in developing sales operation pipeline to efficiently sales dermatology and plastic surgery doctors by locale and product categories.
- Engaged in improving user experience of information platform app for cosmetic and dermatological procedures, "BeautyPass".

AWARDS

ARMY ACHIEVEMENT MEDAL   **1ST PLACE, 2020**
- Participated in basic military training including basic physical training, firearms training, CBR training and troop education. Approximately 1200 trainee participated in the training course.

STARTUP COMPETITIONS BY MINISTRY OF EDUCATION   **ENTREPRENEURSHIP AWARD, 2016**
- Participated in startup competition held by ministry of education (Korea), with the idea of making braille books with 3D printing technology, which can decrease 95% of the cost compared to the conventional braille book manufacturing process.

EDUCATION

HANYANG UNIVERSITY, SEOUL   **Seoul, Korea**
- *Bachelor of Sports Science*   **2018-NOW**

ADDITIONAL INFORMATION

- **Engineering Skills**
  - AWS CloudFront, AWS EC2, AWS S3, AWS Lambda, React Native, ReactJS, PostCSS, AWS Elastic Beanstalk, Lambda, Nextjs, Expo, Sentry, Elastic APM

- **None-Engineering Skills**
  - Amplitude, Retool, Google Analytics, App Scripts, Notion API Integration, Slack Wehook Integration, OpenAI API Integration