

KEVIN CHEN

(347) 988-4156

kevinch28@gmail.com

[PORTFOLIO](#)

[GITHUB](#)

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EXPERIENCE

Founder, SEEKER TOOLS INC.

April 2023 - Current

- Researched and developed a prototype for a new automation AI software product.
- Developed and implemented a roadmap for a minimal viable product (MVP).

Software Engineer, KAITO LLC

February 2023 - April 2023

A full stack application where users can order some amazing authentic dumplings!

[live](#) | [Github](#)

Technologies Used: Next.js, React, TypeScript, JavaScript, MongoDB, Stripe API, Auth0, Vercel

- Developed and implemented a roadmap for a new software product taking into account the technologies needed to support the business model.
- Implemented Stripe payment to provide a secure way of paying and to avoid storing users' personal information for increased security.
- Validated user data through front-end and back-end authentication measures, allowing users to view their orders, keep track of orders' status, and cancel pending orders.
- Implemented Auth0 authentication to provide a secure way to manage and avoid storing users' personal information for increased security.

Co-Founder, KULU DESSERTS

August 2011 - February 2023

- Developed business strategies for revenue growth by analyzing areas of interest, and competition's daily customers, resulting in a minimum of \$500,000+ in annual revenue per location within the first year of each location's operation. Currently 6 locations.
- Track sales and inventory metrics to maintain consistent inventory resulting in 95%+ uptime and minimizing inventory spoilage.
- Created and managed a digital presence of over 10 thousand followers resulting in an increase in brand recognition and new customer acquisition.

Senior Product Manager, KCSC ENTERPRISE

October 2017 - December 2020

- Launched 10+ products on the Amazon selling platform, which generated \$1m+ in revenue annually
- Researched and managed every aspect of each product's lifespan including designs, marketing, and SEO.
- Monitored market structures, fundamental trends, and regulatory changes to ensure maximized 100% product uptime on the Amazon Seller Central platform.
- Identified and optimized advertising pay-per-click keywords resulting in a 45% decreased advertisement cost and a 20%-30% increase in profit margin.

PROJECTS

PET REHOME (ReactJS, Ruby on Rails, PostgreSQL, CSS, HTML, JavaScript, Heroku)

[live](#) | [Github](#)

A full-stack application inspired by Petfinder where users can make posts to rehome a pet and message users.

- Implemented remote storage file uploads via Amazon AWS S3, allowing for a quicker page load time.
- Validated user data through front-end and back-end authentication measures, allowing users to add/remove favorite posts and track favorite posts when logged in.
- Efficiently designed active record queries to fetch posts by product category and effectively utilized a single component using a switch operator to DRY up code and display the filtered posts.

HOPPERS (Rails, React/Redux, Mongo, Express.js, Node, Google Maps API, HTML5, CSS3)

[live](#) | [Github](#)

A MERN stack social event planning app.

- Built a MongoDB database that efficiently stores and dispatches data using Mongoose and RESTful routes to enhance overall app performance and allow for scalability.
- Implemented custom validations and validator.js library to create an error handling system for user input that protects the database from malformed data and returns precise, dynamic error messages resulting in an improved user experience.
- Collaborated, as a backend engineer, with front-end engineers to ensure proper data transfer and reduced backend calls by 30%. Utilized efficient git and pull request workflow in order to minimize potential merge conflicts.