

# KEVIN CHEN

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[PORTFOLIO](#)

[GITHUB](#)

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## SKILLS

Javascript, React, Redux, Ruby, Rails, HTML, CSS, MongoDB, Node.js, Express.js, SQLite3, PostgreSQL, Webpack, jQuery, AWS S3, Git, Heroku

## 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 post to rehome a pet and message other 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 keep track of 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 fetched category.

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

[live](#) | [github](#)

*An 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.

**REALM DEFENDERS** (JavaScript ES6, HTML5, CSS, Webpack)

[live](#) | [github](#)

*Single player game inspired by Plant vs. Zombies built with Vanilla JS and Canvas*

- Integrated Canvas API to draw graphics, animations, sprites, and photo-manipulation for a dynamic UX.
- Implemented event-listeners to trigger summon defender units on specific spots on Canvas to implement responsive and dynamic game play.
- Used DOM manipulation to trigger rendering of key-presses and clicks using a combination of CSS and JavaScript's classList.

## EXPERIENCE

**Co-Founder, KULU DESSERTS**

August 2011 - Present

- Developed business strategies for revenue growth by analyzing area of interest, and competition's daily customers, resulting in minimum of \$500 thousand revenue per location within the first year of operation.
- Tracked 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 of brand recognition and new customer acquisition.

**Senior Product Manager, KCSC ENTERPRISE LLC**

October 2017 - December 2020

- Launched 10+ products on Amazon selling platform which in total generated \$1m+ in revenue. I research, and manage every aspect from each product's lifespan including designs, marketing, and SEO.
- Monitored market structures, fundamental trends and regulatory changes to ensure maximized 100% product uptime on Amazon Seller Central platform.
- Identified and optimized advertising pay per click keywords resulting in a 45% decreased advertisement cost.

## EDUCATION

**Web Development - App Academy** | Fall 2022

- Web development bootcamp with 1000-hour curriculum and < 3% acceptance rate.