

# Paul Wallace

<http://prwallace.com> | <https://github.com/PaulWall43>

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## EDUCATION

### UC San Diego — B.S. Computer Science

September 2013 - June 2017  
GPA: 3.4

## EXPERIENCE

### Macys.com, San Francisco — Software Development Intern

June 2016 - August 2016

- ❑ Served as **lean lab manager** of 7 technical and 2 business interns and **lead iOS developer** in creating a robust and scalable prototype of virtual try on makeup platform for the Macy's and Bloomingdale's native iOS applications, which resulted in an **at least 50%** decrease in clicks for similar flows
- ❑ As lab manager, coordinated communication with cross functional department leaders to develop full and extensive make up navigation, accuracy and omnichannel solution
- ❑ As lead iOS developer, integrated augmented reality vendor solution with Macy's iOS App to demonstrate basic features to executives
- ❑ Developed iOS today widget framework that allowed for code reuse and custom UI in the Macy's and Bloomingdale's iOS applications
- ❑ Decreased navigation time to Macy's and Bloomingdale's iOS app core features by 30% through design and development of new iOS today widget by utilizing a deep link interface
- ❑ Added iOS today widget customization feature to allow users to personalize their navigation experience through the settings page

### Education First, Shanghai — Software Development Intern

June 2015 - August 2015

- ❑ Engineered reactively programmed mobile classroom application to solve problem of classroom retention in english learning classrooms
- ❑ Served as lead developer, product manager, quality engineer, quality assurance, UX designer and UI designer for classroom application
- ❑ Collaborated with lead UI and UX designers at Education First to create fluid, easy to understand user experience and charming UI
- ❑ Implemented and integrated 9 classroom related features
- ❑ Improved classroom security and accessibility through iBeacons

## PERSONAL PROJECTS

### Foodar — Restaurant Recommendation iOS App

<https://itunes.apple.com/us/app/foodar/id1017200764?mt=8>

- ❑ Launched application to App Store with over 100 downloads
- ❑ Implemented feature to automatically detect user location with Apple location services SDK and created API client to fetch restaurants from the Yelp API using user location and preferences
- ❑ Designed application architecture for efficient API calls, callback functionality and scalability

## LEADERSHIP

### Beta Theta Pi — VP Communications

November 2015 - Current

## PROGRAMMING LANGUAGES

Java (Proficient)  
Swift (Proficient)  
Objective-C (Experience)  
SQL (Experience)  
Ocaml (Experience)  
Python (Experience)  
Scala (Exposure)  
Javascript (Exposure)  
HTML/CSS (Proficient)

## TOOLS/LIBS

Unix (Proficient)  
Git, Github (Proficient)  
Xcode (Proficient)  
Firebase (Experience)  
Node.js (Exposure)

## LANGUAGES

Chinese (Elementary Proficiency)

## UI/UX DESIGN

Mock ups  
Wireframing  
A/B testing

## Methodology

SCRUM  
Agile development  
ATDD  
Design thinking