

# Alex Ross

Programmer, entrepreneur, and UX/UI designer. 6 years of programming experience working across the full stack with a specialty in front-end.

## EXPERIENCE

### **Co-founder & COO** - Enplug, Inc. (September 2014 - Current)

- Led initiatives across a variety of disciplines, including product development, pricing strategy, sales & marketing strategy, compensation plans, SCM, inventory control, customer support & feedback, and more
- Created e-commerce application (PHP/JavaScript) and automated line-of-business workflows, saving hundreds of hours and generating millions of dollars in revenue
- Led redesign and re-architecting of customer-facing enterprise JavaScript (AngularJS) app, reducing uncached page load time from 2s to 600-800ms

### **Co-Founder & CTO** - Enplug, Inc. (May 2012 - September 2014)

- Led the design, architecture and implementation of multiple large-scale JavaScript/AngularJS applications
- Co-architected event-driven system architecture (RabbitMQ, MongoDB, C#)
- Wrote Enplug's native iOS app and Android-based digital display client software
- Recruited a team of talented engineers

### **Lead Web Engineer** - Cannon Trading, Inc. (January 2011 - June 2012)

- Led internal and customer-facing development and design projects
- Built a mission-critical system to process all client information and automate internal line-of-business tasks (PHP, JavaScript, and MySQL)
- Redesigned corporate website, optimizing user experience, browser compatibility, and load speed (HTML5, CSS3, jQuery, and AJAX)
- Managed dedicated Apache servers and DNS for over 200 domains

### **Full-Stack Engineer** - Bruin Studios (September 2010 - June 2012)

- Created websites and web apps for non-profit organizations, small business owners and creative professionals using the LAMP stack (Linux, Apache, MySQL, PHP) and front-end tools (HTML, CSS, JavaScript)
- Co-designed/created a flashcard app for iPhones, iPads and Macs using iCloud to sync data between devices and gestures for 3D animations

### **Operations** - The Daily Aztec (October 2008 - June 2010)

- Created a software to manage records and automate lead assignment, saving the organization hundreds of hours and thousands of dollars. Received the 2010 "Creative Innovation Award" for this software.

## EDUCATION

### **UCLA** - BA in Chinese (June 2012 - 3.83 GPA)

- Graduated with honors and was invited by the Dean as 1 of 2 alumni to speak to the incoming class of 2014

## CONTACT

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## SKILLS

JavaScript, HTML5, CSS3, SASS, Grunt, PHP, Java, Android, Objective-C, iOS, MongoDB, MySQL, RabbitMQ, Linux, Apache, AngularJS, jQuery, Bootstrap, Wordpress, Git, Karma, Jasmine

## OPEN SOURCE

### [Enplug SDK \(JavaScript\)](#)

The official JavaScript SDK for apps built for Enplug, 99% test coverage

### [ngSegment](#)

A highly configurable module for adding Segment analytics to an AngularJS app, 96% test coverage

### [<material-inputs>](#)

AngularJS directives that make it easy to use material design in web forms

## AWARDS

2015 Inc. 30 under 30

2015 APEX Golden Content Award Winner

2015 Silicon Valley Business App Awards - #1 in Social

2013 Empact 100 Entrepreneur

2010 Creative Innovation Award