

Alex Choi

INFO

Software Engineer passionate about crafting quality products, developing innovative solutions, and exploring new challenges.

SKILLS



iOS

- Swift
- Objective-C
- Cocoa Touch



Web

- Rails
- REST
- MVC
- Node.js



Databases

- ActiveRecord
- PostgreSQL
- MongoDB



Cloud

- Heroku
- AWS
- Elastic Beanstalk
- EC2
- S3



General

- Shell
- Git
- Automation
- Analytics
- Google
- Problem Solving



EMPLOYMENT

Software Engineer, WeWork

2014-12 — Present | iOS Rails Redis SideKiq RabbitMQ ElasticSearch Postgres

One of a small team of fast moving engineers building a fully featured social network.
1/2 of the iOS team.

- Provided product and engineering leadership for development of customer facing iOS products.
- Architected, implemented, and championed a comprehensive, generalized analytics system to alleviate operational issues with previous system.
- Added performant per-user customization to previously global content feed using ElasticSearch and Redis.

Consultant, Self

2013-07 — Present | iOS startups agencies foursquare parse

Built iOS apps for startups and agencies.

- Built location-based dating app (Kleer) using Parse and the Foursquare API.
- Built a number of custom interaction and animation-heavy iPad apps for pharmaceutical clients via digital agency CAHG.

iOS Lead / Consultant, GoTenna

2014-01 — 2014-06 | iOS BLE Radio

Built iOS messenger and offline maps app for "off-grid" communications over proprietary radio hardware.

- Secured custom integration with third-party map provider to provide robust, efficient offline maps.
- Collaborated with hardware and firmware engineers to develop custom, BLE-based communications system for controlling radio hardware from iPhone app.
- Contributed to GoTenna system architecture addressing network, hardware, firmware, and software challenges in efficiently sending authenticated, secured messages across a decentralized network while providing a seamless experience.

Senior Data Analyst, PlayHaven

2012-05 — 2013-06 | Analytics Mobile Games Advertising

Very early data hire. Technical resource to business teams and business resource to technical teams.

- Advised internal teams and executive management to improve PlayHaven's advertising algorithm and network efficiency.
- Consulted with partnered mobile game developers to improve user acquisition, retention, and monetization.
- Built reporting systems in Pentaho, mined data in SQL, and performed regression analyses in Excel to inform the product roadmap.

B.A., Cognitive Science, [University of California, Berkeley](#)

2005-09 — 2009-05 | Computational Models of Cognition Philosophy of Meaning Discrete Mathematics The Mind and Language Perception

Interdisciplinary study of cognition drawing upon psychology, linguistics, computer science, philosophy, neuroscience, and anthropology.

Independent Study, [Coursera](#)

2014-06 — Present | Algorithms I



AFFILIATION

Member, [Apple Developer Network](#)

2013-07 — Present

Member of the [Apple Developer program](#) since 2013.



TESTIMONIALS

Paul Franzen

[Alex has made a] Considerable [impact on the team]. Alex has more than pulled his weight doing a great job on two different platforms. As well as raising questions and developing innovative solutions.