

ALEX CHOI

SOFTWARE ENGINEER

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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: ACTIVE RECORD POSTGRES MONGODB
CLOUD: HEROKU AWS ELASTIC BEANSTALK EC2 S3
GENERAL: SHELL GIT AUTOMATION ANALYTICS GOOGLE PROBLEM SOLVING

EMPLOYMENT

Software Engineer, [WellWork](#) 2014-12 — Present
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.
IOS Rails Redis Sidekiq RabbimMQ ElasticSearch Postgres
Consultant, [Self](#) 2013-07 — Present
Built IOS apps for startups and agencies.
● Built location-based dating app (Weer) using Parse and the Foursquare API.
● Built a number of custom interaction and animation-heavy iPad apps for pharmaceutical clients via digital agency CH&S.
IOS startups-agencies foursquare parse
IOS Lead / Consultant, [GoTenna](#) 2014-01 — 2014-06
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's system architecture addressing network, hardware, firmware, and software challenges in efficiently sending authenticated, secured messages across a decentralized network while providing a seamless experience.
IOS BLE Radio
Senior Data Analyst, [PlayHaven](#) 2012-05 — 2013-06
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 Peralto, mined data in SQL, and performed regression analyses in Excel to inform the product roadmap.
Analytics Mobile Games Advertising

EDUCATION

B.A. Cognitive Science, University of California, Berkeley 2005-09 — 2009-05
Interdisciplinary study of cognition drawing upon psychology, linguistics, computer science, philosophy, neuroscience, and anthropology.
Computational Models of Cognition Philosophy of Meaning Discrete Mathematics The Mind and Language Perception
Independent Study, Coursera Algorithms I 2014-06 — Present

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.