ALEX CHOI

SOFTWARE ENGINEER

heyalexchoi@gmail.com (818) 917-0317 heyalexchoi.com

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

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 RabbitMQ ElasticSearch Postgres

***Consultant*, Self**   2013-07 — Present

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 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 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 Pentaho, 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.