

Alex Choi



INFO

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



SKILLS

iOS

SwiftObjective-C Cocoa Touch

Web

ReactREST MVC Node.js

Databases

ActiveRecord PostgreSQL MongoDB

Cloud

Azure AWS Elastic Beanstalk EC2 S3

General

Shell Git Automation Analytics Google Problem Solving



EMPLOYMENT

Software Engineer, WeWork

2014-12 — Present | iOS Radio Radio HubRadio ElasticSearch Protobuf

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

2012-07 — Present | iOS startups agencies fourmaven parse

Built iOS apps for startups and agencies.

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

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.



EDUCATION

B.A., Cognitive Science, University of California, Berkeley

2009-09 — 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

2014-05 — 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.