ALEX CHOI

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

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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
One of a small team of fast moving engineers building a fully featured social network. 1/2 of the iOS team.   2014-12 — Present
- 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
Built iOS apps for startups and agencies.   2013-07 — Present
- 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
Built iOS messenger and offline maps app for "off-grid" communications over proprietary radio hardware.   2014-01 — 2014-06
- 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
Very early data hire. Technical resource to business teams and business resource to technical teams.   2012-05 — 2013-06
- 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
Interdisciplinary study of cognition drawing upon psychology, linguistics, computer science, philosophy, neuroscience, and anthropology.   2005-09 — 2009-05

Computational Models of Cognition Philosophy of Meaning Discrete Mathematics The Mind and Language Perception

Independent Study, Coursera
Algorithms I   2014-06 — Present

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.