

Jason Noah Choi

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Projects

Tomorrow – Record inspiring messages today, get it tomorrow to inspire your future self.
<http://tomorrow.gives> - On Lifehacker - <http://lifehac.kr/xIgQZTJ>

- Guided by MVC Design Patterns, along with uses of singleton, observer, delegate, target-action; AVFoundation for recording and playing audio, Animations for playful UI/UX
- AVFoundation, Core Data, JSON, Animations, Parse, Swift, Objective-C, Git, Fabric, MixPanel

Cardalot – Study note cards tool with swipe feature and graphs to check progress
<http://cardalot.com>

- Part of team of 3 and handled functionality: features, API integration, flow, design
- Facebook API, Animations, Core Data, Design, UX, Objective-C, Team Leadership, Git

Experience

Musey

May 2015 – Present

iOS Developer | Software, UI/UX Designer

San Francisco, CA

- Build two iOS apps for interior designers and architects to help facilitate ease of communication, finding clients, and planning home layouts using Swift; releasing soon
- Implement use of Crashlytics, Instabug for crash reporting and bug tracking; Parse, Digits for BAAS and faster phone verification; MixPanel for analytics, set up provisioning profiles, push notifications, and shipping of app to beta testers and in production
- Plan and wireframe feature workflow based on user testing feedback and quickly iterate
- Build UI of apps in Sketch to create a pixel perfect experience for users; continuously communicate with potential users for feedback to improve overall UX within apps

Technologies: Swift, Parse, AFNetworking, GeoLocation, REST, JSQMessages

Weekend Concept

March 2015 – Present

Co-Founder | Freelance, Software Architect, Developer

Salt Lake City, UT

- Developed an iOS mobile application using Objective-C for students to use as a study and learning tool for memorization of flash cards
- Created a design focused self-motivation app with many animations and is easy to use
- Lead design and architecture efforts of apps by leading project management and delegating work to cater to strengths of partners so that the team works efficiently

Technologies: Objective-C, Parse, CoreData, AVFoundation, Core Animation, Facebook SDK

DevMountain

Feb 2015 – April 2015

Student | Advanced iOS Software Immersive

Salt Lake City, UT

- Learned Objective-C, Swift and latest iOS 8 SDK; various design patterns, Agile development, cooperative coding, and pair-programming and DRY apps for iOS devices
- Use of tools for performance optimization debugging, Instruments and Interface Builder; Crashlytics for Analytics, backend services such as Parse, Dropbox, iCloud
- Architected and shipped multiple apps into App Store; DevMountain Hackathon winner

Practice Fusion

Aug 2011 – April 2014

Senior Account Manager | Customer Engagement - Sales

San Francisco, CA

- Managed implementation for thousands of medical practices; averaged 202% OTE as leading performer on team through unique empathetic sales approach
 - Led creation of new training videos to help further scale engagement with users
 - Led cross-department initiative with Product/UX to increase engagement via A/B testing, conducted user testing; created wireframes for future iterations of product offerings
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Education

University of Southern California

Los Angeles, CA

BA Psychology – May 2009

Tools & Hobbies

Xcode, Sketch, Git, Balsamiq, Salesforce, Netsuite CRM, HTML, CSS

Hiking, popping bubble wrap, eating bacon, playing with dogs, music festivals