

Jason Noah Choi

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Projects

Tomorrow – Record inspiring messages today, get it tomorrow to inspire your future self.
<https://itunes.apple.com/app/id984969197> - On Lifehacker - <http://lifehack.kr/xlgQZTJ>

- Guided by MVC Design Patterns, along with uses of singleton, observer, delegate, target-action; AVFoundation for recording and playing audio, custom subclasses of UIView
- AVFoundation, Core Data, JSON, Animations, REST API, Objective-C, Git

Cardalot – Study note cards tool with swipe feature and graphs to check progression.
<https://itunes.apple.com/app/id979032668>

- 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

DevMountain

Feb 2015 – April 2015

Student | Advanced iOS Software Immersive

Salt Lake City, UT

- Learn Objective-C, Swift and latest iOS 8 SDK; variable 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
- Create and shipped two apps in App Store following MVC design patterns

Practice Fusion

Aug 2011 – April 2014

Senior Account Manager | Customer Engagement

San Francisco, CA

- Manage implementation for thousands of medical practices; averaged 172% OTE and consistently a top performer in conversion percentage on Customer Engagement team
- Led creation of new training videos for users; mentor new hires to increase efficiency
- Led cross-department initiative with Product/UX to increase engagement via A/B testing, user testing with mockups, and creating wireframes for future iterations of product

BizDeals, Inc.

(acquired by RapidBuyr)

Jan 2011 – July 2011

Inside Sales Representative

Westlake Village, CA

- Sourced, identified VPs and C-Level executives to find companies across the U.S. that can offer unique, curated products and service offerings for the SMB marketplace
- Negotiated and managed entire sales cycle from creating sales deck to presentation with revenues upwards of \$100K generated through B2B social eCommerce platform

Marcus Evans

May 2010 – Jan 2011

Account Executive | Summits Division

El Segundo, CA

- Interacted with C-Level executives worldwide by cold calling a minimum of 100 calls/day to facilitate face-to-face meetings with decision makers from Fortune 1000 companies
- Closed contracts up to \$40K each while contributing to growth of over \$500K for the team

ElephantDrive, Inc.

Aug 2009 – May 2010

Marketing Associate | Marketing/Business Development

Westwood, CA

- Contributed through client services by surveying customers through email marketing campaigns using MailChimp to optimize customer retention in cloud backup services
- Connected with potential/current affiliates to increase sales of backup services; monitored inbound email support and built content for FAQs, user manuals and tutorials

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

Key Skills

Objective-C

Design Patterns

Core Data

Animations

Design/UX

Networking

Parse

AVFoundation

Swift

JSON