

# 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://lifehack.kr/xIgQZTJ>

- 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 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
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## Experience

Musey

May 2015 – Present

**iOS Developer** | Software, UI/UX Designer

San Francisco, CA

- Build several iOS apps for interior designers and architects to help facilitate ease of communication, finding clients, and planning home layouts using Swift
  - Implement use of Crashlytics, Instabug for crash reporting and bug tracking; Parse, Digits for BAAS and faster phone verification; including setting 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: iOS, Swift, Objective-C, Parse, Core Animations, Sketch, JSON, REST API

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: iOS, Objective-C, Parse, CoreData, AVFoundation, Core Animation, Sketch

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

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## Tools & Hobbies

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

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