

# Jason Noah Choi

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## Projects

**Design Scout** - Interior design ideas to renovate your home from the world around you

<https://goo.gl/IUQ1ME> (AUS/NZ only) | Swift, Parse, Fabric, MixPanel, Core Location, Push

**Pocket Plan** - Take your floor plans to go and chat with interior designers to fill your room  
Coming Soon to App Store | Swift, JSQMessages, Animations, UIKit Dynamics, Push

**Tomorrow** - Record inspiring messages today, get it tomorrow to inspire your future self.

<http://tomorrow.gives> - On Lifehacker - <http://lifehack.kr/xIgQZTJ>

- 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> | Facebook API, Animations, Core Data, Design, UX, Objective-C

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## Experience

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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

Independent

April 2014 - May 2015

**iOS Developer**

San Francisco, CA

- Worked on projects for iOS platform by learning C and Objective-C.
- Learned to use tools for App Store Optimization, Sketch for design, Balsamiq for wireframes, Git for version control to ease the process of making apps

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 empathetic sales approach; created training videos
  - 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