

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 using Swift 1.2 for interior designers and architects to help facilitate ease of communication, finding clients, and planning home layouts
- Implement use of Crashlytics, Instabug, Parse, Digits, SupportKit, Cocoapods in core feature products, including setting up provisioning profiles, push notifications, and shipping of app to beta testers and in production
- Plan/wireframes features 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 a iOS mobile application using Objective-C for students to use as a study and learning tool for memorization of flash cards
- Launched Tomorrow as a personal project which was featured on Lifehacker
- Lead design and architecture efforts of apps, while also currently working on more apps for various clients.

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; 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
- Created and shipped two apps in App Store following MVC design patterns

Practice Fusion

Aug 2011 – April 2014

Senior Account Manager | Customer Engagement - Sales

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
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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