JOEY **FENG**

CELL (408) 658-5685 • **E-MAIL** jfeng702@gmail.com
GITHUB https://github.com/jfeng702/ • **LINKEDIN** www.linkedin.com/in/joeyfeng

SKILLS **Ruby, Rails, JavaScript, React-Redux, RSpec, REGEX, jQuery, HTML, CSS, SQL, git, TDD**

WORK SAMPLES

Slice   (Rails, ReactJS, Redux) | *Full Stack Web App*   live | github
Slice is a photo sharing web application that uses a Ruby on Rails backend for fast prototyping and a React/ Redux front-end for its single page capabilities. Slice was designed using CSS, HTML, and the React module Masonry

- Created RESTful API with Rails and AJAX calls to establish communication between front-end and back-end
- Utilized Cloudinary CDN to allow user uploading of photos and to host photos in database
- Implemented robust user authentication system with the use of BCrypt encryption

Missile Defense   (JavaScript) | *Front End Web App*   live | github
Missile Defense is a JavaScript take on the classic game Missile Command

- Developed collision detection algorithm for randomized projectile paths and mouse click events
- Implemented HTML5 Canvas for drawing animations of geometric shapes and projectiles
- Utilized HTML5 Audio to play in-game background music

Flaker (Android) | *Full Stack Mobile App*   live | github
Flaker is an Android mobile app that tracks user ETAs to a specified rendezvous point.

- Parsed Epoch time into a readable display of hours and minutes
- Helped design and implement denormalized NoSQL database structure within Firebase realtime database
- Developed demo site with live emulator of the app

EXPERIENCE

Associate Campaign Manager
AKQA   Oct 2016 - Nov 2017

- Utilized Jupyter notebook to provide insights as part of a biweekly Python meetup for ad analysis
- Managed $50,000 of monthly spend on direct response campaigns for rooms, food & beverage and nightlife properties for client and 1M of quarterly spend on branding campaigns

Affiliate Manager
The Wink Initiative   Feb 2014 - July 2016

- Designed a cohesive user flow for a job site and improved upon the user experience by organizing the layout of offers and pages with CSS and HTML
- Managed expectations from engineering team on completion date and deliverables
- Analyzed and optimized the performance of offers on a job offer flow as well as an offer wall based upon placement, conversion rates, and earnings (A/B testing)
- Set up iframe and postback pixels of campaigns and offers and ensured their accuracy
- Managed media buying from mobile ad networks using targeting of demographics

EDUCATION

Web Development - *App Academy (Winter 2017)*
- *Rigorous 1000-hour software development course that teaches full stack web development: Ruby on Rails, SQL, JavaScript, React/Redux, TDD, design patterns, and programming best practices*

BA Business Economics - *University of California at Santa Barbara*