

Jeff Noh

Developer and Product Designer

jeff@jnoh.net

858.761.4144

San Francisco

I'm a polyglot developer and a product designer with a shelf full of concepts and tools to draw from. I believe beautiful products emerge from the collision of many disciplines.

2018 March – Now

Freelance

Prototype for Netflix Show-runner

Suite of tools for production crews to manage film projects

- Designed and built proof of concept in 8 weeks using react-native
- Defined roadmap that moved incrementally in sprints from paper wireframes to final prototype app
- Collaborated with Show-runner, weekly and remotely, to refine artifacts ensuring consensus of prototype direction

react-native sketch fastlane testflight

Learning About

typescript, dat://, scuttlebutt

Currently Reading

The Timeless Way of Building

Christopher Alexander

Small is Beautiful

E.F. Schumacher

Education

2006 – 2009

UC Berkeley, B.A. Economics

2014 February – 2018 March

Co-Founder of Caret Labs - San Francisco, CA - (2 Employees)

Two-person software studio making community-oriented chat products.

Raised \$785k. Co-developed concepts. I designed, architected and built:

Chalk

iOS and web apps that connected and equipped 75,000 teens with tools to host ephemeral group chats

- Ideated and designed main mechanics Rooms & Here Now. 35K MAU. Power-users engaged 90 min/day
- Used caches, denormalization, and data push strategies to drop 2+ sec responses to less than 100ms. Supported rooms of 350+ concurrent chatters, 1000+ concurrent chatters service wide, and 705K msgs sent per week
- Built QA process that included automated rspec testing with circleCI, human-conducted tests, and staged deployments to ensure production-ready iOS apps
- Communicated product vision, features and goals in monthly updates to investors
- Built an analytics dashboard by collaborating with community-focused co-founder to identify key metrics. Insights from dashboard led to major community growth strategy: the Partner Program

swift sinatra ruby angular aws-s3 redis postgres aws-dynamodb aws-sqs aws-sns heroku pubnub circleCI git

Tools for Chalk's Partner Program

Partnered with 400+ Instagram influencers to host live chats on Chalk with their followers. From conversations with my co-founder, I designed a set of tools to extend his abilities to find and manage influencers

- Automated time-intensive process of finding influencers. Program grew to 400+ influencers (combined 16m followers) in less than 2 months
- Built node.js crawler on aws-lambda for parallel execution, compiling a list of over 10K potential influencers in less than a week

- Built dashboard to quantify influencer performance, which aided in identifying key markers of well performing influencers

react node aws-lambda serverless postgres ruby sinatra

Baskets

Tool that enabled shops on Facebook to sell or auction items on Facebook Live

- Architected a single-page react app deployable to s3 with git, webpack and Circle CI
- Built node.js bot with aws-lambda to parallelize time-sensitive tasks like reading and responding to chat messages
- Used insights from customer surveys and usability testing to guide design of the main workflow and new feature development like multi-item sales

react node.js aws-lambda aws-dynamodb heroku git circleCI webpack

2013 January – 2014 January

Co-Founder of Hollerback - San Francisco, CA - (7 Employees)

Mobile apps that let friends chat through short, video messages.

- Hired and led team of 6 engineers to build iOS and Android apps from concept to release
- Devised video-chunking upload strategy to drastically reduce perceived msg send times. Built a node.js microservice on ec2 and sqs to join chunks into whole videos

node.js aws-ec2 aws-sqs rails pg

2011 August – 2013 December

Co-Founder of Spinlister - San Francisco, CA - (5 Employees)

Bike sharing program that let anyone who owns a bike to rent it out

- Designed and built shopping, scheduling, checkout, messaging, notifications, live-rental, and reputation systems
- Hired and led team of 3 web and 1 iOS developers

rails backbone.js postgres heroku