Hyewon Joo

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WORK EXPERIENCE

Playlab AI — **Remote**
Senior Software Engineer (Contract) — February 2024 - March 2024
- Maximized the platform's potential by utilizing generative AI and built new features to enhance functionality and user experience, empowering educators and students to craft impactful AI-driven educational tools, used by 4,000+ users 100,000+ interactions

Need Inc — **Los Angeles, CA**
Founding Engineer (Seed - Series A) — June 2022 - February 2024
- Launched an innovative cancer protection mobile app of 210,000+ users offering healthy, treatment, and survivor modules for policyholders from Hanwha Life Insurance, a major Korean cancer insurance partnership
- Implemented pixel-perfect core features within a clean architectural pattern for a medical multidisciplinary web platform, connects 400+ clinicians worldwide on a global scale, facilitating optimal cancer outcomes through a scalable and distributed environment
- Managed a company internal tool web app for operations, ensuring streamlined hospitals, clinicians, and policyholders management
- Built a tailored Role-based Access Control (RBAC) management system to enhance security by regulating access for authorized users

StudioMate — **Seoul, Korea**
Software Engineer — December 2020 - July 2021
- As one of 3 engineers, built a hybrid mobile app by migrating from legacy Android/iOS native code to a modern architectural codebase using React Native and launched the new version of the product in the market with newly defined UI and UX
- Enhanced a mobile-based real-time reservation system for 2,000,000+ studios and 1,200,000+ users (Monthly reservation 4,500,000+)
- Upgraded the official website to another level for studio owners for better brand awareness and marketing promotion

HUiNNO — **Seoul, Korea**
Frontend Software Engineer — June 2020 - November 2020
- Led a project on building a new version of a clinical web app for medical staff from start to finish featuring ECG (Electrocardiography) measurement monitoring, AI-based ECG analysis result diagnosis, and efficient patient management. Demonstrating the product attracted to investment of 50 million dollars from an investor, Yuhan Corporation, a Korean major pharmaceutical and chemical company
- Collaborated with clinical technologist, product and designers to ensure implementation of the requirements and features are met, and engineering team to connect with backend works as leading the core project

FOREVER21 — **Los Angeles, CA**
Application Developer — June 2019 - March 2020
- Implemented a fundamental relational data model for e-commerce promotion and collaboration works with other partner brands
- Analyzed and evaluated the company's internal tool, and solved technical issues in the system with enhanced fulfillment processes
- Daily updated photos, banners, images, and text content on Europe, Mexico, Canada, Korea, and UK official websites

TALK Schools — **Boston, MA**
Enrollment Specialist at Global Sales Team — December 2017 - July 2018
- Admissions for international students with general information and promotions for students' enrollment and promoted overseas sales to businesses and marketing promotions that led to increased sales with 300+ customer inquiries

PROJECTS

Lines — **Los Angeles, CA**
Founder · Engineering — June 2023 - Present
- Building an aesthetic mobile app dedicated to fostering mental health and wellness through the power of journaling

KoreanPocket — **Cambridge, MA**
Founder · Engineering — August 2017 - September 2019
- Started from ideation to product completion of a user-friendly language learning mobile app by designing the wireframe layout to start
- Managed development, prioritizing UX and the software life cycle, leading to a successful market launch with 200+ active users

Stipop (YC S21) — **Seoul, Korea**
Founding Engineer — July 2016 - August 2016
- Designed the founding architecture of data models for core features, wrote the majority of SQL queries to create databases and generated migrations for better data ingestion and operations

SKILLS

TypeScript · JavaScript · React · React Native · GraphQL · Golang · PostgreSQL · Android · iOS · Java · XML · C++ · C# · C · .NET · SQL · Docker · GCP · HTML · CSS · EJS · Node.js · GitHub · MFC · RBAC (Role based Access Control) · Redux · React Query · Zustand · Angular · Heroku · Figma · Google Firebase · Google BigQuery · RudderStack · Pulumi · ElasticSearch · REST API · Tailwind CSS · Remix · Prisma

EDUCATION

Sungshin Women's University — **Seoul, Korea**
Bachelor of Engineering in Computer Science