Keon Choi

Software Engineer

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Experience

Go Nimbly   *Sept 2018 - Feb 2021*
Software Engineer

Led development efforts for SaaS enterprises by auditing companies' operational technology infrastructure, abstracting solutions for operational pain points, and providing proof of concepts and estimates for workstreams that drive revenue growth

- Developed cron batch jobs and database triggers that populate a custom model representing the client's lead conversion process, improving efficiency in customer journey reporting by reducing table merges and data transforms, enabling data aggregations for new BI strategies
- Created a custom interface that displays complex inventory data, parsing the data into a React/Redux application and significantly cutting the manual steps made in inventory lookup for sales professionals
- Developed scripts to track UTM parameters using browser cookies on landing pages, enriching data through form submission and establishing visibility onto campaign efficacy
- Produced interactive applications that surface a collection of prospect information onto a list UI, improving velocity funnel metrics, refining outreach and engagement strategies for inside sales

Skills

Python   JavaScript   React   Redux   Node   Apex   Ruby   Rails   SQL   PostgreSQL   Git   CSS3   HTML5

Projects

Where's My Train?

A single page web application that displays NYC subways moving in real-time using Google Maps & MTA APIs
- Incorporated a proxy server using Express to enable cross-origin requests between the app and MTA API
- Utilized protocol buffers to ingest real-time data by decoding GTFS feeds fetched from MTA datamine
- Maintained persistent and predictable state by centralizing subway data using Redux and Reselect libraries
- Synced LatLng computation and component animation using rAF API to optimize processing load on browser

No Basecase

A full-stack web application inspired by Stack Overflow that features CRUD functions for Questions & Answers
- Implemented ActiveRecord's polymorphic association to reduce tablespace and maintain DRY code
- Utilized Quill library to enable users to input rich texts within Question and Answer forms
- Featured user auth by generating passwords and session tokens using BCrypt and SecureRandom modules

Calendar

A single page web application that features CRUD functions for Events within a calendar day
- Showcased a custom monthly calendar UI/UX design using CSS Grid layout and CSSTransition library
- Handled user CRUD functions for Events using RESTful APIs built on Rails and PostgreSQL backend

Education

App Academy   *Jan 2018 - Apr 2018*
1000-hour immersive full-stack web development intensive

City College of New York   *Jan 2012 - June 2015*
B.E. Mechanical Engineering (FE/EIT May 2015)