


Rob Koch

Software Engineering

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EDUCATION

- BS in Computer Science**
Miami University
- BA in Psychology**
Miami University

TECHNOLOGIES

- Swift, XCode, iOS
- Java
- Kotlin
- Typescript
- Vue
- Nuxt
- Python, Jupyter Notebooks
- Android, Android Studio
- AWS
- Google Cloud
- Whatever gets the job done

LANGUAGES

- English (Native)
- Chinese (Professional)



Founder

Swink - Simple Web Links with Analytics - Seattle, WA

Feb 2021 - Current

Nuxt/Vue on Google Cloud

Dynamic short links and automatically branded QR codes with analytics

Swink Prefix



Software Engineer

Google - Seattle, WA

Oct 2018 - Feb 2021

Integrated search bar on the home screen, the largest visual change in the product's recent history, which led to a 2x increase in search users and a 50% increase in search clicks

Designed and implemented the ability for users to select multiple messages, which is used over 2M times/day

Designed and implemented heuristically identifying, and automatically replying to, carrier requests to users for spam phone numbers, which is used 10k times/day across all users

Designed and implemented experiments for increasing the CTR of RCS promotions, leading to a 22% increase in user sign-ups



Software Engineer

Cladwell - Cincinnati, OH

May 2017 - May 2018

Converted iOS app from a thick to a thin client in conjunction with API rollout

Reduced instances of crashing by an order of magnitude, while simultaneously adding new features

Raised app rating from 3.x to 4.4+

Led Growth Team engineering efforts to exponentially increase customer base

Implemented a fully redesigned in-app onboarding process to increase retention at the top-most level of our user acquisition funnel



Software Engineer

RIBBIT.ai - Oxford, OH

2016 - 2017

Created a javascript payment processing plugin for clients as a one-line alternative to interacting directly with our API

Migrated company website out of Wordpress to independent HTML/CSS/JS



Cloud Engineer

Cardinal Health - Columbus, OH

2016

Managed, redesigned, and partially automated the internal requisition process for Amazon Web Services (AWS) resources

Automated solutions for logging into VDI, sending customer emails, and Neo4j graph database queries using Python



Research Fellow

Procter & Gamble - Cincinnati, OH

2012

Designed and conducted product research and consumer testing using biometric tools and human factors, including facial expression coding, eye tracking using Tobii, implicit cognition studies, and Facial Action Coding System (FACS)

Led work on developing new technical methods for evaluating product performance based on sensory feedback from consumers (Pantene)