

Rob Koch

Software Engineering

EXPERIENCE



Software Engineer
Google - [Seattle, WA](#)

Oct 2018 - Current

Helping users focus on what is important and urgent in Android Messages.

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

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



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 a factor of 10, 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
Cash Flow Solutions - [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



Teaching Assistant
Miami University - [Oxford, OH](#)

2015, 2017

Led 2 labs for object-oriented programming course with 20+ students in each lab, focusing on object-oriented principles and design, good coding practices, and readability




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)


PROJECTS




Pîng iOS app - Location based discovery app built with Swift and a Swift Perfect REST API on AWS.




JobsBox - Python webscraper for whoishiring.io based on keywords



Patterson Bridge - Site to help students find other students to work on projects together. Written in Angular2 with Google's Firebase as a backend.



Patterson Bridge iOS app - Full-featured iOS client for Patterson Bridge. Written in Swift 3 for iPad and iPhone.



Project Dragonfly iOS app - Swift 3 iOS app to encourage kids to explore their environment and ask scientific questions