Kenneth Choi

Software Engineer

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WORK EXPERIENCE

Nika Digital Agency, San Jose, CA
Frontend Engineer   08/2021 – 10/2023

● Developed and maintained robust, scalable web applications and landing pages for Fortune 500 clients, including Protiviti and Jabil. Maintained 99.9% uptime and delivered a superior customer experience by reducing page load times by 45% and bounce rate by 12%.
● Successfully utilized Agile methodology to manage the development lifecycle of complex software products, from discovery to launch, ensuring timely and on-budget delivery.

Facebook, Menlo Park, CA
Software Engineer   10/2019 – 06/2021

● Developed and deployed scalable, high-performance web applications using Hack/PHP, React, Javascript, Undux/Redux, GraphQL, Relay, and HTML5/CSS3 to optimize logistics/supply chain asset management, returning an additional $9M+ in assets to inventory during H1.
● Designed and implemented key features for remote asset collection in collaboration with business and warehouse operations stakeholders, enabling a successful WFH shift and optimizing logistics/supply chain workflows.

Nika Digital Agency, San Jose, CA
Marketing Manager   08/2016 – 10/2019

● Automated manual processes and enhanced data insights by developing and deploying data analytics dashboards using Javascript and Excel, resulting in a 16-hour/month reduction in agency work hours.
● Engineered and deployed scalable SEM campaigns that drove an average 1140% YoY increase in monthly managed spend, catapulting the agency to Google Partner status.
● Spearheaded strategic and tactical execution of marketing campaigns that secured agency-client partnerships with Microsoft, Amazon Labs, Samsung, and Huawei.

PREVIOUS EXPERIENCE

Marketing Manager, 7Bev Corporation, Portland, OR   01/2015 – 07/2016
Network Administrator, UCLA Marketing, Los Angeles, CA   09/2008 – 12/2009

SKILLS

Hard Skills:
• Computer Programming, Web Development, Debugging, Optimizing Code, Integration and Unit Testing

Languages:
• Javascript/Typescript, React, Redux, GraphQL, Relay, HTML5, Tailwind, CSS, Python, Flask, Ruby/Rails, Node.js, SQL, Git/Mercurial

EDUCATION

University of California, Los Angeles
Bachelors of Arts
Sociology
Los Angeles, California
09/2007 - 06/2011

App Academy
Software Engineering
San Francisco, California
Spring 2019