

# KENNETH CHOI

(408)239-3088

[kennethichoi@gmail.com](mailto:kennethichoi@gmail.com)

[PORTFOLIO](#)

[GITHUB](#)

[LINKEDIN](#)

## SKILLS

Ruby, Rails, JavaScript, React, Redux, PostgreSQL, MongoDB, Express, Node.js, SQL, HTML5, CSS3, Git, AWS, Sockets.io

## PROJECTS

**AERBNB** (Ruby on Rails, PostgreSQL, React, Redux, Sass, Webpack, AWS, Heroku)

[live](#) | [github](#)

*A pixel-perfect clone of Airbnb (single-page application)*

- Utilized **Google Maps API** with custom geolocation-based database querying to dynamically present business locations based on map coordinates / user parameters.
- Integrated **AWS S3** with Rails **ActiveStorage** to streamline image uploads, reducing server load and allowing for scalability of image services.
- Optimized **PostgreSQL** database to avoid N+1 queries with **ActiveRecord** associations by extracting data from multiple tables in a single query resulting in faster image rendering in **React** components.

**TYPE FIGHTER** (MongoDB, Express, React, Redux, Node.js, Sockets.io)

[live](#) | [github](#)

*A real-time multiplayer game designed to improve typing skills in a fun and competitive manner.*

- Authored front-end and back-end authentication measures with **BCrypt** on the back-end and **React Router/Redux** on the front-end to ensure user privacy and autonomy.
- Integrated **Sockets.io** with **Redux's** global store to render available game rooms across multiple sessions in real-time.
- Developed reusable, modular modal components in **React** for optimized front-end architecture and faster development workflow.

**WORLD HAPPINESS REPORT** (D3.js, JavaScript, Webpack, Babel, Sass, HTML5, CSS3)

[live](#) | [github](#)

*An interactive visualization / analysis of data from the annual World Happiness Report*

- Designed data visualizations in **D3.js** for dynamic, real-time rendering of over 1000 data points
- Optimized codebase with **class-based architecture** and **Object-Oriented Programming** principles to ensure modular, DRY code.
- Aggregated and normalized multiple sources of CSV & HTML table data to **JSON** and asynchronously loaded data to efficiently render dynamic views of all relevant information to user

## EXPERIENCE

### Front End Developer

*Nika Digital Agency*

Oct 2017 - Present

- Contributed to production codebases for 20+ web applications and landing pages for Fortune500 clients (**HTML5, CSS3 / SASS, JavaScript, jQuery, and PHP**) while adhering to documentation standards and best practices
- Employed Agile methodology to manage development lifecycle through discovery, programming, testing and launch phases.

### Marketing Manager

*Nika Digital Agency*

Aug 2016 - Sep 2017

- Leveraged **JavaScript** and **Excel** to implement **data analytics** dashboards, reducing agency work hours by 16 hours/month.
- Directed SEM management portfolio to Google Partner status with average +1140% increase in monthly managed spend.
- Led tactical execution of marketing campaigns to win client partnerships with Microsoft, Amazon Labs, Samsung, & Huawei.

## EDUCATION

**BA Sociology** - University of California, Los Angeles | 2007 - 2011

**Software Engineering** - App Academy | Spring 2019