

KENNETH CHOI

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[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)

- Integrated **Google Maps API** with geolocation-based search functionality to dynamically present business locations based on user parameters.
- Utilized **AWS S3** and **ActiveStorage** in **Rails** 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.

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**, **React Router**, and **Redux** 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.
- Built reusable modal components in **React** for optimized front-end architecture.

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 multiple sources of data, normalized 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