Kenneth Choi

(408) 239-3088   kennethichoi@gmail.com   **LINKEDIN**

SKILLS   Hack, PHP, JavaScript, React, Redux, GraphQL, Relay, HTML5, CSS3, Ruby, Rails, Git/Mercurial, SQL

EXPERIENCE

Software Engineer

Facebook   Oct 2019 - Present
- Contributed to production web applications to facilitate logistics/supply chain asset management using **Hack/PHP, React, Undux/Redux, JavaScript, GraphQL, Relay, and HTML5/CSS3**
- Developed **remote asset collection** workflow resulting in **+$9mil in assets** returned to inventory for H1 2020.
- Coordinated with business and warehouse ops to ensure product alignment on various logistics/supply chain workflows

Marketing Manager

Nika Digital Agency   Aug 2016 - Sep 2019
- Implemented **data analytics** dashboards via **JavaScript** and **Excel**, reducing agency work hours by 16 hours/month
- Directed SEM management portfolio to Google Partner status with average +1140% YoY increase in monthly managed spend
- Led tactical execution of marketing campaigns to win client partnerships with Microsoft, Amazon Labs, Samsung, & Huawei

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
- Write 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 the user

EDUCATION

Software Engineering - *App Academy | Spring 2019*
BA Sociology - *University of California, Los Angeles | 2007 - 2011*