

Kenneth Choi

Software Engineer

CONTACT

(408) 239-3088

kennethchoi@gmail.com

<https://www.linkedin.com/in/kenneth-choi-42502a35>

<https://www.kchoi.io>

WORK EXPERIENCE

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
Frontend Developer

10/2017 – 09/2019

- Developed and maintained robust, scalable web applications and landing pages for Fortune 500 clients, including Protiviti and Jabil, maintaining 99.9% uptime and delivering 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.

Nika Digital Agency, San Jose, CA
Marketing Manager

08/2016 – 10/2017

- 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

09/2009 – 06/2011

SKILLS

Hard Skills:

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

Languages:

• PHP, Hack, Javascript, React.js, Redux, GraphQL, Relay, Flow/Typescript, Ruby, Rails, SQL, HTML5, CSS3, 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