

# Kenneth Choi

Software Engineer

## CONTACT

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<https://www.kchoi.io>

## WORK EXPERIENCE

### Nika Digital Agency, San Jose, CA

Frontend Engineer

08/2021 – 10/2023

- Developed and maintained performant, scalable web applications and landing pages for Fortune 500 clients, including Protiviti and Jabil. Average load time under 2 seconds, 99.95% uptime, while reducing bounce rates by 12%.
- Managed the development lifecycle of complex software products, from discovery to launch, ensuring timely and on-budget delivery via Agile methodology.

### 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

**Languages:** HTML, CSS, JavaScript, Python, Ruby, SQL

**Technologies:** React, Redux, TypeScript, Flow, React Query, Relay, GraphQL, Next.js, Jest, Rails, Flask, Tailwind CSS, Git, Mercurial

## EDUCATION

App Academy

Software Engineering

San Francisco, California

Spring 2019

University of California, Los Angeles

Bachelors of Arts, Sociology

Los Angeles, California

09/2007 - 06/2011