

PAUL ENG

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Restful Goods (MongoDB, Express, React, Redux)

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

E-commerce app with mobile first design and Stripe API integration

- Implements React hooks in conjunction with Redux patterns to ensure efficient rerendering
- Utilizes JWT authentication to secure role based access to private routes and components
- Features mongoDB facets for consuming unique subsets of data in a single server query

GetFlix (Rails, React, Redux)

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

Full stack video-streaming app inspired by Netflix

- Employs modular components to create scalable, dynamically populated frontend routes
- Leverages eager loading and ActiveRecord associations to eliminate N+1 database queries
- Supports browser-agnostic video playback through customization of the HTMLMediaElement

GlobeBay D3 (Express, JavaScript, D3.js)

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

Interactive visualization of Google geocode data for live eBay search results

- Improves runtime efficiency by taking advantage of memoization to limit redundant AJAX requests
- Generates D3-renderable geoJSON features by aggregating data from multiple API endpoints
- Harnesses jQuery Deferred objects to manage resolution of concurrent asynchronous requests

SKILLS

Ruby | Rails | React | Redux | JavaScript | Express | CSS | SQL | HTML | Git | RSpec | AWS

EDUCATION

App Academy

May 2017

Intensive Full Stack Web Development program with < 3% acceptance rate

New York University, College of Arts & Sciences

May 2011

BA, Psychology & Art History

EXPERIENCE

Producer / Photographer, Freelance

Jan 2012 – Jan 2021

- Streamlined workflows at leading brands including Uniqlo, Interview Magazine, and McNally Jackson by developing Photoshop Action Scripts and AppleScripts for efficiently processing images.

Operations Assistant, Ralph Lauren

Mar 2015 – Jul 2015

- Produced ad hoc reports on industry developments used to identify growth opportunities and inform strategy for denim products across all divisional brands
- Collaborated with cross-functional teams to maintain production status spreadsheets and fabric metrics via PLM software and shared project files

Marketing & Product Development, ManuelRacim

Mar 2013 – Mar 2015

- Designed and A/B tested email campaign CSS templates to establish high-engagement formatting
- Analyzed trends in Google Analytics to recommend UX improvements that drove a 30% reduction in landing page bounce rates