

# 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*

- Utilizes JWT authentication to secure private routing and role based access to components
- Features mongoDB facets for consuming unique subsets of data in a single server query
- Implements separation of concerns using both React hooks and Redux patterns

## **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