

ZACHARY CHEN

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EXPERIENCE

iOS Mobile Developer

August 2017 - Present

Tern, Travel Planner App

San Francisco

- Built iOS MVP end to end using Swift, UIKit, Firestore, Google Sign In, FBSDKCoreKit, MVC architecture, Cocoapods, GitHub, and “just in time” onboarding, an intuitive workflow, and animated transitions to enhance the UX.
- Analyzed consumer habits and travel trends for product development, meticulously dissected UI/UX and on boarding experience, built marketing and branding strategy. 50+ beta users signed up.

Compliance Analyst, 2nd employee

March 2018 - Present

HBUS Holdco Inc

San Francisco

- Worked closely with Chief Compliance Officer and General Counsel to build anti-money laundering (AML) / Know Your Customer (KYC) program, and other internal processes.
- Managed, refined, and formalized compliance token listing process (our main product) as well as retail, institutional, and market maker customer on boarding. Improved pipeline efficiency by 150%.
- Analyzed customer data using Excel to work with the operations, product, and customer success teams to systematically reduce fraud, improve UX, and maintain compliance requirements. Reduced daily costs by \$500+ and automated screening to reduce manual labor.

Marketing Associate

December 2017 - March 2018

HBUS Holdco Inc

San Francisco

- Created a 60 page website audit to improve UX for US users by adjusting words and graphics to match US customer expectations. Increased user engagement by 10%.
- Built out customer support program and FAQ section (50 articles) using Zendesk.
- Detailed competitor analysis that shaped our customer segmentation and tier list (presently in use).

Nonprofit Consultant / Capstone Class

September 2016 - December 2016

RaisingHOPE

Thousand Oaks

- Generated a 79 page acquisition and retention strategy for recurring donors through interviews with industry experts, scholarly research articles, financial benchmarking against similar nonprofits, and analyzing previous data on one time donors.
- Gained 20 recurring donors within 3 months of strategy implementation.
- Accumulated steady cash flow from new recurring donors to begin paying 5 primary employees.

PROJECTS

Ants vs. Bees Tower Defense, Python

- Created Plants vs. Zombies styled defense PC game with various bee types built to defend against enemy ants
- Implementation of bees, ants, and playable area utilizes object-oriented design and inheritance

Hog [Dice] Game Simulator, Python

- Designed a simulator for the dice game called Hog, where two players alternate turns trying to reach 100 points first. Implemented the game using iteration and higher order functions.

EDUCATION

Pepperdine University

April 2017

B.S. in Finance: GPA 3.72, Dean's List Spring 2017

- Shanghai International Program 2014 - 2015. East Africa International Program May 2016

Life, Accident & Insurance (Life Agent) License as of January 2014

SKILLS

Technical: Adobe (Lightroom, Photoshop, Indesign). Swift. Familiar with (SQL, Python, JavaScript)

Coursework: Hacking with Swift, FreeCodeCamp, Composing Programs, Lynda, Stack Overflow (55 pts)

Interests: Photography. Dance. Behavioral Psychology. Technology. Bouldering

Fun Fact: 2 competitor of the year awards and 60+ gold medals in international martial arts tournaments.