CHANU J. CHOI

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EXPERIENCE

Forward Deployed Engineer   **Bluecore**   **April 2023 - Dec 2024**

- Architected and deployed data processing applications using JavaScript and Google Cloud Services that powered personalized marketing campaigns for enterprise clients including Footlocker and Lenovo.
- Optimized real-time event tracking and data processing workflows, resulting in 50% increase in email campaign send rates for major retail clients processing 100,000,000+ daily customer interactions.
- Partnered with 4 other engineers to develop an internal Chrome DevTools extension using React that automated debugging workflows by providing real-time API monitoring, payload visualization, and contextual linking to internal tools, reducing average debugging time by 60% across engineering teams.
- Designed and implemented scalable data pipelines on Google Cloud Platform using Cloud Storage and BigQuery, processing 5TB+ of daily customer interaction data to power product recommendations and personalized marketing campaigns.
- Created automated data analysis tools using Python and SQL that generated actionable insights from 1,000,000,000+ customer interactions, enabling clients to optimize campaign targeting and increase email engagement rates by an average of 40%.
- **Skills Utilized**: JavaScript, Python, Google Cloud Platform (Cloud Storage, BigQuery), React, SQL, YAML

Full Stack Engineer   **Lawfty**   **May 2021 - Nov 2022**

- Developed and deployed a web application using CoffeeScript, SQL, and Ruby on Rails that visualized employee statistics and allowed for employee reviews using data from over 3,000,000 rows of company-wide data.
- Optimized a high-traffic internal application by decreasing run time complexities and minimizing database and external API calls, resulting in a 50% reduction on average for application latency.
- Spearheaded the consolidation of documentation and solutions for recurring errors and bugs, streamlining the onboarding process for new employees.
- Implemented Agile development practices to enhance team efficiency, collaborating with a team of 4 engineers to prioritize and scope feature requests, leading to improved feature delivery speed.
- Integrated test-driven development into the development workflow, resulting in more reliable code and fewer code regressions.
- **Skills Utilized**: Ruby on Rails, JavaScript, CoffeeScript, HTML/CSS, SQL, AWS

Web Developer Intern   **Global Health Impact**   **Sep 2017 - Jan 2018**

- Designed and produced data visualizations using SQL and D3.js to publicize the non-profit's research of pharmaceutical products' impact on global health.
- Implemented the main public-facing web application using Python, JavaScript, D3, Flask, SQL, and HTML/CSS.
- **Skills Utilized**: Python, JavaScript, D3.js, HTML/CSS, SQL, Bootstrap

EDUCATION

New York, NY   **App Academy**   **Jan 2020 - May 2020**
Full Stack Web Development

- Intensive 1,000+ hour software developer curriculum with a < 3% acceptance rate
- Several tech stacks (e.g. MERN) alongside Ruby on Rails and JavaScript with React and Redux

Binghamton, NY   **SUNY Binghamton**   **Aug 2015 - May 2019**
BS Computer Science

- Dean's List
- Data Structures and Algorithms, Advanced OOP, Design and Analysis of Algorithms

SKILLS

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

Frameworks and Libraries: Rails, React, Redux, Node.js, PostgreSQL, Git, Express.js