

SUMMARY

- Branded and developed Bluetooth-based iOS app in women's health, to be announced at CES 2015
- Re-architected and coded 'Disney World' flagship app, used by guests to plan their vacations at Disney Parks and Resorts
- Developed internal iPad applications for data gathering and visualization for the Seattle Seahawks
- Designed user experiences for critical components of Microsoft's most widely used consumer and enterprise products, namely Internet Explorer 10 and Microsoft Office 2010

WORK EXPERIENCE

Prima-Temp

Product Strategist & iOS Developer in Healthcare company, May 2014 – present

- Re-branded flagship women's health product for CES 2015, with consumer-focused product name and design
- Advised management team on software strategy to drive investment across mobile app and cloud resources, as well as partner APIs
- Designed & developed Bluetooth LE communication on iOS for extremely low-power peripheral which communicates intermittently from female cervix for 28 days seamlessly, without human interaction

Walt Disney Parks & Resorts

iOS Developer, August 2013 – Feb 2014

- Rewrote the feature-rich Disney World flagship app (version 2.0), which allows users to browse attractions and entertainment, and collaboratively schedule activities and make reservations within Disney parks
- Architected the data layer to use multi-threaded data-caching and data-refreshing strategies, to ensure a continuous offline experience for guests, as well as re-use of app code for international Disney parks

Extended Results

iOS Developer, March 2013 – July 2013

- Collaborated with sales and design team to implement business intelligence apps for the Seattle Seahawks, to enable data gathering, processing and visualization. Utilized REST web services, Core Data and multi-threading, as well as Core Graphics to create custom UI elements and animation to provide tailored experiences for each app

Picturish App

Product Designer and iOS Developer, Oct 2012 – March 2013

- Conceptualized and designed features, user interactions and graphics for Picturish app, which enables users to build custom scrapbooks of their friends by aggregating, prioritizing and customizing photos from Facebook

Developed app in Objective-C, and optimized for network performance and memory usage. Crossed 1000+ downloads on the App Store within 3 weeks of launch

Microsoft Corporation

Program Manager in Internet Explorer 10 User Experience, Jan 2011 – Sept 2012

- Designed new experience to drive users to acquire and use Windows 8 apps while browsing the web in Internet Explorer 10, thus driving adoption of Windows 8 app store, which is a key consumer and developer ecosystem bet for Microsoft
- Designed user experience and developer API to enable top Internet Explorer partners to engage their users and drive site traffic, via site notifications on the Windows 8 Start screen
- Optimized performance of Internet Explorer 10 cloud syncing as well as Internet Explorer 10 launch time

Program Manager in Microsoft Office InfoPath, September 2007 – Dec 2010

- Proactively conducted technical investigation in the JavaScript-based form-rendering engine to improve page load time and interaction response time. Improved page load time for in-field customer web pages by 70%
- Designed and built prototypes to simplify the experience for users to deploy data-driven applications across different form factors, in SharePoint 2013. Educated team on benefits of HTML5 and CSS3 for these features
- Redesigned core components of user interface for InfoPath Form Services 2010, a web-based form runtime environment, which drives upsell of customers to premium SharePoint licenses. Improved functional integration and visual consistency with Office platform

SidelinesApp.com

Designer and front-end developer for private beta of web-based sports magazine. March 2011 – Jan 2012

- Designed and implemented graphics and page layout for site pages in Fireworks, HTML, CSS and JQuery
- Collected user feedback on information density of team-centric portal pages and iterated on page design to enable users to scan through and choose articles quickly and more effectively

EDUCATION

Graduated Summa cum Laude with a Bachelors of Science in Engineering from Duke University (Durham, NC) in May 2007

Majors: Biomedical Engineering, Electrical Engineering & Economics

GPA: 3.99

Technical Skills:

App development: Objective-C and XCode environment for iOS
jQuery Mobile for iOS and Android development

Web front-end development: HTML5, CSS3, JavaScript and JQuery libraries

Graphic design: Adobe Fireworks

Familiar with WinJS for Windows Store app development, as well as C# and ASP.Net