

ALEX YOUNG HONG

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CONNECT

LinkedIn : [linkedin.com/in/young-alex-hong](https://www.linkedin.com/in/young-alex-hong)
Portfolio Site (2024 NextJS Headless CMS) : <https://www.alexhongdev-nextjs-hdls-cms.com/>
Portfolio Site (2020 React) : <https://alexhongdev.com/>

SKILLS

HTML, CSS, JavaScript, TypeScript, jQuery
GatsbyJS, NextJS, GraphQL
Wordpress, ReactJS, Redux, Angular
Express, Node, SailsJS,
EmberJS, MongoDB, SQL, Workbench,
Postgresql, Firebase

Sass, Less
Git, Github, BitBucket, JIRA, Heroku
Salesforce, Figma, Adobe Target, Photoshop
PHP, Python, Ruby / Ruby on Rails

EXPERIENCE

Web Developer | 06/2020 to 05/2024
Dow Jones - Investor's Business Daily - Los Angeles, CA

Tasks :

- **Modernization Project** : Research and development to modernize current Wordpress and ReactJS development by implementing Headless CMS, utilizing Front-End frameworks GatsbyJS and NextJS, as well as testing multiple CMS's against the Front-End frameworks to compare compatibility and performance optimization.
- Site development and updates using Wordpress + Elementor and ReactJS as well as Investor's Business Daily application updates.
- Salesforce HTML Email development for seasonal promotions and email A/B testing.
- Target A/B testing IBD brand sites with Adobe Target.
- Development of Marketing promotions for Investor's Business Daily mobile applications (In-App).
- Collaborate with Backend developers to create API connections using Node and SQL.
- Marketing site webinar registration page rebuild using React, Wordpress, Node, and SQL
- Worked with UI/UX designers and converted Figma/PSD designs into live websites.

Development :

- HTML, CSS, JavaScript, jQuery, ReactJS
- GatsbyJS, GraphQL, Contentful, Gatsby Cloud, Netlify, Shopify
- NextJS, Vercel, Wordpress, Elementor, Bootstrap
- Git, Github, BitBucket, JIRA
- Salesforce, Figma, Adobe Target, Adobe Photoshop
- Trello, Asana, FullStory

Example Projects :

- IBD Main - <https://investors.com/>
- IBD Marketing - <https://get.investors.com/>
- How to invest in AI - <https://get.investors.com/infographics/ai/>
- Elon Musk EV Vehicles - <https://get.investors.com/infographics/elon-musk/>
- How to invest in EV - <https://get.investors.com/infographics/how-to-invest-in-electric-vehicles/>
- Founder's Club - <https://get.investors.com/founders-club/>
- IBD Live - <https://get.investors.com/ibd-live/>
- IBD Digital - <https://get.investors.com/ibd/>
- IBD Digital & Print - <https://get.investors.com/ibd/ibd-digital-and-print/>
- MarketSurge - <https://get.investors.com/marketsurge/>

Web Developer | 12/2017 to 11/2019
MGA Entertainment - Van Nuys, CA

Tasks :

- MGA site rebuild with EmberJS, SQL and MySQL Workbench. (mgae.com)
- MGA Brand site development : LOL Surprise, Poopsie Slime Surprise, Little Tikes, VIRO Rides, The Original Moj Moj, Num Noms, Ready2Robot, Bratz Collector, etc.
- Worked with UI/UX Designers and converted PSD designs into live websites.

Development :

- HTML, CSS, JavaScript, jQuery, PHP
- AngularJS, EmberJS, Wordpress
- Git, BitBucket, JIRA, SQL, MySQL Workbench, Jenkins

Example Projects :

- MGA Main Site : <https://www.mgae.com/>
- Little Tikes : <https://www.littletikes.com/>
- LOL Surprise : <https://shop.mgae.com/collections/l-o-l-surprise>
- Numnoms : <https://numnoms.mgae.com/>
- Bratz : <https://www.bratz.com/>

Web Developer | 02/2016 to 12/2017
Lawpromo / Webpromo - Los Angeles, CA

Tasks :

- Client Wordpress site development with Ultimatum and Underscores plugins.
- Implemented AngularJS with Wordpress into development workflow.
- Worked with UI/UX designers and converted PSD designs into live websites.

Development :

- HTML, CSS, JavaScript, jQuery, PHP
- Wordpress, Ultimatum, Underscores, AngularJS Development
- Git, BitBucket, Heroku, SQL, MySQL Workbench

Example Projects :

- Lawpromo Main Site : <https://www.lawpromo.com/>
- Polaszek Law Firm : <https://polaszeklaw.com/>
- Santucci Family Law : <https://www.santuccifamilylaw.com/>
- John E. Sirois Estate Attorney : <http://houmaestateplanningattorney.com/>

Front End Developer | 03/2015 to 12/2015
Thunderbolt Studios - Los Angeles, CA

Tasks :

- Worked on Private Equity Crowdfunding Platform called Thunderbolt Engine using AngularJS, SailsJS, Express, Node and MongoDB
- Developed client projects using AngularJS and Wordpress
- Worked with UI/UX designers and converted PSD designs into live websites.

Development :

- HTML, CSS, JavaScript, jQuery
- AngularJS, SailsJS, Wordpress, MongoDB, GenghisApp (local), MongoLab
- Git, BitBucket, Heroku, MailChimp
- SendGrid for email management service

Example Projects :

- Thunderbolt Studio (Company closed) : https://www.behance.net/thunderboltstudios?locale=en_US
- Curbstand : <https://curbstand.com/>
- Grassp : <https://www.grassphealth.com/>

EDUCATION AND
TRAINING

University of California Los Angeles - Westwood, CA
Bachelor of Science
Anthropology, **07/2012**

University of Southern California - Los Angeles, CA
Specialization
SAP ERP Engineer, **07/2013**

General Assembly - Los Angeles, CA
Coding Bootcamp
Full Stack Development, **11/2013**