

Amy Kwak

SOFTWARE ENGINEER

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SUMMARY

Software Engineer with 2+ years owning the architecture and delivery of scalable, high-conversion web applications. Skilled at driving projects from technical design through production, aligning cross-functionally with product and design, and building systems and documentation that enable teams to scale.

TECHNICAL SKILLS

Frontend	React, JavaScript, TypeScript, HTML, CSS, Next.js, Material UI, Figma
Backend	Node.js, Express, REST APIs, MySQL, PostgreSQL, NGINX, MongoDB, GraphQL
Tooling	AWS, Git, GitHub Actions, CI/CD, Vercel, Jest, Mocha, Chai, React Testing Library
AI	Claude, GitHub Copilot, Cursor, ChatGPT

EXPERIENCE

KiwiCo — Software Engineer

Dec 2022 – Mar 2025

Mountain View, CA

- Owned end-to-end architecture of a new subscription acquisition flow, extending the core platform to support product-specific purchases and building Next.js SSG/ISR landing pages, increasing subscription revenue by **20%**.
- Revamped the baby subscription line with backend engineers — new brand components, 18 subscription-box pages, and an age-tailored experience — driving a **2x** increase in deluxe plan adoption and a **25%** lift in average order value.
- Redesigned a one-off landing-page system into a CMS-driven platform with dynamic routing and internal tooling, enabling marketing to launch campaigns with **zero engineering involvement**.
- Led a frontend architecture redesign across six core surfaces — subscription management, order confirmation, category, search, product detail, and account — consolidating multiple subscription lines for **100K+** monthly active users.
- Drove the frontend rework of site-wide search, building new interactions and a dedicated search page and integrating Mixpanel analytics with UX and product, boosting search-to-click conversion by **15%**.
- Achieved a **15%** conversion uplift through rapid A/B testing with Optimizely, and led peak-traffic campaign launches contributing to a **20%** increase in product sales.

EDUCATION

Hack Reactor — Software Engineering Program

University of California, San Diego — Bachelor's Degree

INTERESTS

Video games, golf, music, cooking, dance