

# Sung Kyu Hong

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## SUMMARY

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Frontend engineer with 7 years of experience translating technical products into business outcomes across fintech and eCommerce. Combines deep frontend expertise (Vue, React, Next.js) with fullstack reach (Node.js, AWS) and the ability to communicate complex integrations clearly to developers and business stakeholders. Daily user of AI-powered dev tools (Cursor, Claude Code) and Retool for internal tooling.

## EXPERIENCE

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### iConnections | Frontend Engineer → Fullstack

New York, NY | Apr 2024 – Apr 2026

- Supported a capital introduction platform for the alternative investments industry — translated complex fintech workflows (fund management, investor relations, allocator engagement) into technical solutions for internal and external stakeholders.
- Owned end-to-end delivery of Copilot admin tool migration (v2 → v3) — built Vue frontend, BFF contracts, and Lambda/SQL services across auth, users, events, contacts, and funds; coordinated across engineering, product, and operations.
- Shipped a GP Year-in-Review feature (animated scroll + PDF export) that turned a retention surface into a shareable acquisition channel — directly connecting engineering output to a business growth objective.
- Built the global navigation component in the shared design system, rolled out across all microfrontends — role-based, route-aware, and deployed behind a feature flag to decouple nav changes from the main shell app.
- Built across the full stack in TypeScript — Vue 3 components and composables on the frontend, typed BFF contracts, and Node.js Lambda handlers.
- Built and maintained React components in the v2 Copilot codebase while leading the migration to Vue 3.

### Verbal + Visual | Developer II

New York, NY | Jan 2021 – Apr 2022, Sep 2022 – Mar 2024

- Led development of 3 checkout features using React and the Shopify API — drove a 20% increase in user conversions through the checkout process; presented solutions to stakeholders and managed delivery end-to-end.
- Integrated Searchspring on high-traffic Shopify PLPs — replaced native collection filtering with faceted search, dynamic merchandising rules, and behavior-based product ranking to improve product discoverability and conversion.
- Delivered frontend performance and UX improvements across PLP, PDP, cart, and checkout — reduced page load times and optimized mobile responsiveness, contributing to a 23% lift in conversion rates across client storefronts.

### Scoutside | Lead Developer

New York, NY | Apr 2022 – Sep 2022

- Architected headless e-commerce systems using Next.js, Shopify, and Sanity — designed GraphQL query strategy to balance content flexibility with frontend performance, pushing back on costly queries that would have degraded page speed and hurt conversion.
- Served as primary technical point of contact for a cross-functional team of 15 — translated business requirements into engineering deliverables while advocating for performance-first decisions that protected user experience and site revenue.

### AVEX Designs | Frontend Developer

New York, NY | Dec 2018 – Jan 2021

- Engineered frontend systems for high-traffic Shopify storefronts using Liquid and React — applied e-commerce architecture patterns across PLP, PDP, cart, and checkout flows with a focus on performance, mobile responsiveness, and conversion.
- Drove a 70% improvement in store performance by auditing and eliminating unnecessary Shopify apps, optimizing front-end asset delivery, and reducing page load times — directly improving SEO rankings and conversion outcomes.
- Integrated Klaviyo to power checkout abandonment recovery and first-time buyer email flows, connecting frontend instrumentation to revenue-generating lifecycle triggers.

## TECHNICAL SKILLS

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**Frontend:** Vue 3, React, Next.js, TypeScript, JavaScript, HTML, CSS/SCSS, Tailwind, GraphQL

**Backend:** Node.js, AWS, Express, Serverless Framework, SQL Server, MongoDB

**Platforms:** Shopify, Sanity, Retool, Flagsmith, Segment, Jest, Git

**AI Tools:** Cursor, Claude Code (daily workflow)

## EDUCATION

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**John Jay College of Criminal Justice** — B.S. Economics, 2016

New York, NY

## OTHER

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**Languages:** English (Native), Korean (Fluent) **Interests:** Weight training, amateur boxing