

# Hogan McDonald

(651) 230-1107 — Minneapolis, MN — hogan.developer@gmail.com

Senior Software Engineer with 6 years of experience in Ruby on Rails and full-stack JavaScript.

## RELEVANT SKILLS

**Languages:** Ruby, JavaScript, TypeScript, Lua, PHP, Java, Swift, HTML, CSS

**Frameworks:** Ruby on Rails, NextJS, React, Redux, Vue, Cypress, React Native, Node, Express, Sidekiq, Prisma

**Databases:** Postgres, MongoDB, MySQL, Redis

**Related Technologies:** Shopify, CircleCI, Heroku Pipelines, APM (Sentry, New Relic, Structured Logging), AWS (S3, EC2, Lambda, API Gateway, IAM, CloudFront, RDS, SageMaker)

## PROFESSIONAL EXPERIENCE

### Ephemeral Tattoos

*July 2022 - Present*

*Senior Software Engineer*

- Introduced observability tools, reducing response time from days to minutes, enabling prompt identification and resolution of performance bottlenecks.
- Automated labor-intensive pre-appointment flow, saving 3 hours of labor per appointment and improving overall efficiency
- Designed and implemented an in-studio checkout flow, reducing misuse of "comp" orders by 90% and ensuring accurate accounting of orders and payments
- Spearheaded development of a group booking feature, leading to 100% higher conversion and improved customer satisfaction.
- Streamlined migration of 10k+ tattoo images and associated meta-data from 3rd party services via automated upload and tagging, enhancing data management and accessibility.

### Soona, Minneapolis

*March 2020 - June 2022*

*Senior Software Engineer*

- Created a custom scheduling library, balancing availability with utilization, and eliminating manual appointment scheduling
- implemented a multi-stage data migration to introduce multi-tenancy with controlled access in support of onboarding enterprise clients
- Developed a comprehensive Cypress test suite, cutting manual QA time in half, while improving product quality and reliability
- Streamlined engineer onboarding with a 15-minute setup script for a development-ready environment, boosting new team members' productivity
- Developed a robust notification system using the Slack API, automating common workflows and eliminating manual hand-offs between teams.
- Led the implementation of a standardized peer interview process for new hires, ensuring consistency in hiring decisions and promoting a collaborative and mentoring culture.

### Brandless, Minneapolis, MN

*April 2019 - February 2020*

*Software Engineer II*

- Helped design and implement A/B tests designed to increase conversion of potential customers
- Re-architected the checkout routing system that resulted in higher conversion rates while resolving multiple active bugs
- Lead efforts to identify and resolve high priority incidents, including preventing a \$500,000 loss

### Foundry, Minneapolis, MN

*April 2018 - March 2019*

*Software Engineer*

- Integrated wholesale and retail sales channels for enterprise-level Shopify client as part of website rebuild
- Built a cross-platform mobile application for large healthcare client while maintaining HIPAA compliance
- Lead a zero downtime upgrade of a legacy Rails application from Rails 3 to Rails 5

### University of Minnesota Software Bootcamp, St. Paul, MN

*January 2018 - June 2018*

*Teaching Assistant*

## EDUCATION

Full Stack Software Engineering Certification

*2017*

Prime Digital Academy

Pastoral Studies - Generals

*2013 - 2015*

North Central University