

# HOGAN McDONALD

651-230-1107 | [hogan.developer@gmail.com](mailto:hogan.developer@gmail.com) | [linkedin.com/in/hogan-mcdonald](https://www.linkedin.com/in/hogan-mcdonald) | [github.com/HoganMcDonald](https://github.com/HoganMcDonald)

Senior Software Engineer with 6 years of experience architecting, developing, testing, and maintaining web applications in agency and startup settings

## EXPERIENCE

### Senior Software Engineer

July 2022 - Present

*Ephemeral Tattoos*

*Brooklyn, NY - Remote*

- Architected and led the development of all backend projects to support the needs of stakeholders on growth and operations teams
- Designed and implemented a custom e-commerce model that was able to consolidate 3 separate payment systems used in our studios and on our website, increasing reliability and extensibility
- Introduced observability tools, reducing response time from days to minutes, enabling prompt identification and resolution of performance bottlenecks and eliminating all sources of regular downtime
- Automated time-intensive pre-appointment flow, saving hours of effort per appointment and improving overall efficiency
- Spearheaded development of a group booking feature, leading to a doubled conversion rate and improved customer satisfaction

### Senior Software Engineer

March 2020 - June 2022

*Soona*

*Minneapolis, MN - Remote*

- Created a scheduling library that balanced availability with utilization and fully automated appointment scheduling
- 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

### Independent Contractor

*Playworks*

2021

- Designed and built custom fundraising software that included photo uploading and social features

*USA Power Lifting*

2021

- Collaborated with partner to design and develop custom tournament registration and implementation software

*Foundry*

2020

- Consulted on the technical implementation of a Shopify enterprise website rebuild

*Forward Motion Therapy*

2018

- Designed, built, and deployed custom website for therapy private practice

### Software Engineer II

April 2019 - February 2020

*Brandless*

*Minneapolis, MN - Remote*

- 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

### Software Engineer

April 2018 - March 2019

*Foundry*

*Minneapolis, MN*

- 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

### Software Engineer

January 2018 - June 2018

*University of Minnesota Software Bootcamp*

*St. Paul, MN*

## TECHNICAL SKILLS

**Languages:** Ruby, JavaScript, TypeScript, SQL, HTML, CSS

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

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

**Related Technologies:** Shopify, AWS, CircleCI, Heroku Pipelines, Elasticsearch, Sentry, New Relic, structured logging

## EDUCATION

### Prime Digital Academy

Minneapolis, MN

*Full Stack Software Engineering Certification*

2017