

Hogan McDonald

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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
- Streamlined the capture of tattoo images and associated meta-data from 3rd party service via automated upload and tagging, enhancing data management and accessibility

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
- 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

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

Teaching Assistant - Full Stack Development

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, Node, Express, Sidekiq

Databases: Postgres, MongoDB, MySQL, Redis

Related Technologies: CI/CD, APM (Sentry, New Relic, Structured Logging), AWS (S3, EC2, Lambda, API Gateway, IAM, CloudFront, RDS, SageMaker)

EDUCATION

Prime Digital Academy

Minneapolis, MN

Full Stack Software Engineering Certification

2017