

HOGAN McDONALD

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Results-driven Senior Software Engineer with 7+ years building scalable Ruby on Rails and TypeScript platforms. Proven track record of reducing technical debt, improving system performance, and driving business growth through strategic technical solutions.

EXPERIENCE

Senior Software Engineer

Reforge

Sep 2023 – Present

Remote / San Francisco, CA

- Architected AI-driven content recommender pipeline using OpenAI and Pinecone vector database, increasing homepage CTR by 20% within 8 weeks through personalized content swimlanes in Ruby on Rails and LangChain
- Accelerated deployment velocity by 40% (25 to 15 minutes) through service containerization with Docker and AWS Copilot, while integrating Pino, Datadog APM, and Sentry to reduce MTTR by 60%
- Spearheaded development of GitHub-integrated AI assistant for Reforge Compass using Vercel AI SDK, enabling automated release notes and PR reviews from product management perspective
- Built AI-native survey tool with TypeScript/Next.js enabling clients to craft surveys using AI and automatically deploy to cohorts based on company goals and aggregated qualitative feedback
- Led cross-functional initiatives on Premium retention team and pioneered voice/video AI interviewer using Google Vertex Voicebots for automated user research capabilities

Senior Software Engineer

Ephemeral Tattoos

Jul 2022 – Sep 2023

Remote / Brooklyn, NY

- Accelerated feature delivery by 70% through implementation of ViewComponents and Hotwire design library in Rails 7, establishing reusable component architecture across the platform
- Improved system uptime by 90% by formalizing production monitoring with Sentry and New Relic integration across Rails and Node.js services, creating standardized debugging workflows
- Automated customer appointment workflow eliminating 3+ hours of manual work per appointment by converting 400-column spreadsheet into TypeForms, Rails services, and PostgreSQL data model
- Doubled group appointment conversion rates by developing full-stack booking feature integrating third-party scheduling, Sidekiq background jobs, and custom vanilla JavaScript UI
- Consolidated 3 separate checkout flows reducing manager intervention by 100% through Stripe integration with Pay gem and custom card terminal SDK implementation

Senior Software Engineer

Soona

Mar 2020 – Jul 2022

Remote / Minneapolis, MN

- Led migration of 3+ million images to multi-user account architecture enabling enterprise client onboarding and contributing to \$35M Series B funding through PostgreSQL and AWS S3 optimization
- Reduced appointment rescheduling by 30% by creating custom Ruby scheduling library with Redis cache for real-time availability and automated staff assignment algorithms
- Architected real-time infrastructure using SocketIO microservice and shared Redis instance managing thousands of concurrent websocket connections, reducing feature development time from weeks to minutes
- Reduced release bugs by 50% through comprehensive Cypress E2E test suite integrated with Rails backend and GitHub Actions CI/CD pipeline
- Enhanced data integrity through soft delete infrastructure including custom linter rules, admin UI restoration tools, and RSpec helpers achieving 100% adoption across platform

Software Engineer II

Brandless

Apr 2019 – Feb 2020

Remote / San Francisco, CA

- Prevented \$500K loss by leading cross-functional team to identify and fix critical e-commerce bug using structured logging and TDD practices in Rails 6/Spree Commerce platform

- Improved checkout reliability eliminating 4 known bugs through state machine architecture in Ruby with 100% RSpec test coverage for all checkout flows
- Executed massive data migration of 10M+ orders from Spree to Shopify maintaining data integrity across thousands of product types using PostgreSQL and MySQL

Software Engineer

Apr 2018 – Mar 2019

Foundry

Minneapolis, MN

- Integrated wholesale and retail sales channels for enterprise Shopify client during complete website rebuild using custom Ruby on Rails integrations
- Built HIPAA-compliant cross-platform mobile application for healthcare client using React Native with MongoDB backend
- Led zero-downtime Rails 3 to Rails 5 upgrade for regional appraisal company preserving PostgreSQL data integrity

Freelance Software Engineer

2018 – 2021

Independent Contractor

Minneapolis, MN

- Designed and built custom fundraising platform with photo uploading and social features for Playworks using Ruby on Rails and React
- Developed tournament registration and management software for USA Powerlifting with partner using Rails and PostgreSQL
- Consulted on technical implementation for Foundry's enterprise Shopify rebuild and created custom therapy practice website

Teaching Assistant

Jan 2018 – Jun 2018

University of Minnesota Coding Bootcamp

St. Paul, MN

- Mentored 30+ students through intensive full-stack curriculum covering JavaScript, React, Node.js, and SQL databases
- Provided code reviews and debugging support helping 90% of students successfully complete program requirements

TECHNICAL SKILLS

Languages: Ruby, TypeScript/JavaScript, SQL, Python, Lua, Bash

Frameworks: Ruby on Rails, Next.js, React, Node.js (Express), Vue, Redux, Hotwire/Turbo

Cloud/DevOps: Docker, AWS (ECS, Lambda, RDS, S3, CloudFront), GitHub Actions, Heroku, Vercel, CI/CD

Databases: PostgreSQL, MySQL, MongoDB, Redis, Vector Databases (Pinecone)

AI & Tools: LangChain, Vercel AI SDK, OpenAI API, Sentry, Datadog, New Relic, Sidekiq, Git, Agile/Scrum

EDUCATION

Prime Digital Academy

Minneapolis, MN

Full Stack Software Engineering Certification

2017

North Central University

Minneapolis, MN

Pastoral Studies

2013 – 2015