

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 product 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 AI document generation and management features for Reforge Compass, enhancing user experience and engagement
- Collaborated on developing voice/video AI interviewer using Google Vertex Voicebots and Groq/OpenAI transcription APIs, enabling product teams to conduct automated user research interviews with real-time conversation capabilities

Senior Software Engineer

Ephemeral Tattoos

Jul 2022 – Sep 2023

Remote / Brooklyn, NY

- Increased developer productivity and eliminated the need for a dedicated designer, resulting in a 70% reduced feature turnaround time, by implementing a design library of components through ViewComponents and Hotwire in Rails 7
- Formalized the process for identifying and fixing bugs and performance bottlenecks in production, improving system uptime by 90%, through the implementation of Sentry and New Relic in our Rails and Node.js projects
- Automated the capture and organizing of customer appointment information, eliminating 3+ hours of manual work for each appointment, by converting a 400 column spreadsheet into TypeForms, services in Rails, and a data model in PostgreSQL
- Developed a full-stack feature that allowed customers to book group appointments, which increased conversion by 100% by integrating a third-party scheduling tool, background jobs in SideKiq, and a custom UI built in vanilla JavaScript
- Consolidated 3 separate checkout flows and introduced tipping, reducing the need for manager intervention by 100%, by leveraging Stripe and the Pay gem in Ruby along with a custom card terminal implementation

Senior Software Engineer

Soona

March 2020 - June 2022

Remote / Minneapolis, MN

- Planned and led the migration of over 3 million images from a user-centric to a shared multi-user account architecture, which enabled the onboarding of enterprise-level clients and helped secure a \$35 million series B
- Automated appointment scheduling and rescheduling, resulting in improved efficiency and a 30% reduction in the rescheduling rate, by creating a custom scheduling library in Ruby that leveraged a pre-filled Redis cache to quickly suggest appointment times and assign staff
- Created a custom SocketIO microservice, accompanying Ruby library, and a shared Redis instance that collectively managed thousands of concurrent websocket connections, and reduced the effort needed to build real-time features from weeks to minutes

- Introduced end-to-end testing for all client-facing user flows, reducing the number of documented bugs in each release by 50%, by writing and deploying a suite of Cypress tests that integrated with a Rails backend and ran on GitHub Actions

Software Engineer II

April 2019 - February 2020

Brandless

Remote / San Francisco, CA

- Led a team of engineers, CX associates, and product managers in identifying and fixing a bug that would have resulted in a \$500k loss through the use of structured logging and TDD in a Rails 6 app built on Spree
- Improved the reliability of e-commerce checkout process, which improved conversion and eliminated 4 known bugs, by re-architecting the checkout routing system as a state machine in Ruby and creating a new suite of RSpec tests

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 using React Native for large healthcare client while maintaining HIPAA compliance
- Led a zero downtime upgrade of a legacy Rails application for regional home appraisal company from Rails 3 to Rails 5

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