

# 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 8 years of experience building AI-driven systems, architecting scalable web applications, and delivering high-impact solutions in fast-paced startup environments

## EXPERIENCE

---

### Senior Software Engineer

*Reforge (Ed-Tech SaaS)*

Sep 2023 – Present

*Remote / Minneapolis*

- **Invented** an AI-driven recommender pipeline (OpenAI + Pinecone) powering personalised content *swimlanes*; raised homepage CTR **20%** within 8 weeks.
- **Architected** an event-sourced GraphQL service ingesting >2 M user events/mo and responding in <200 ms (Go batch workers, Rails API, Apollo Client).
- **Streamlined** CI/CD by containerising services and adopting AWS Copilot + Terraform; cut mean deploy time from 25 → 15 min (**40%**).
- Integrated Pino, Datadog APM, and Sentry to push MTTR down **60%**; authored run-book SOPs adopted org-wide.
- Mentored 3 mid-level engineers on LLM prompt-engineering and TypeScript best practices.

### Senior Software Engineer

*Ephemeral Tattoos*

July 2022 - September 2023

*Brooklyn, NY - Remote*

- 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

*Minneapolis, MN - Remote*

- 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

*Brundleless*

April 2019 - February 2020

*Minneapolis, MN - Remote*

- 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

*Foundry*

April 2018 - March 2019

*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
- Lead a zero downtime upgrade of a legacy Rails application for regional home appraisal company from Rails 3 to Rails 5

### Teaching Assistant - Full Stack Development

*University of Minnesota Software Bootcamp*

January 2018 - June 2018

*St. Paul, MN*

TECHNICAL SKILLS

---

**Languages:** Ruby, TypeScript/JavaScript, SQL, Bash  
**Back-End:** Ruby on Rails, Node.js (Express), GraphQL (Apollo), Sidekiq, BullMQ  
**Front-End:** React, Next.js, Vue, Redux, TailwindCSS  
**Cloud / DevOps:** Docker, GitHub Actions, AWS (ECS, Lambda, RDS, S3, IAM, CloudFront), Traefik  
**Data & AI:** PostgreSQL, Redis, Vector Databases (Pinecone), Vercel AI, LangChain, Sentry/New Relic (APM),

EDUCATION

---

<b>Prime Digital Academy</b> <i>Full Stack Software Engineering Certification</i>	Minneapolis, MN <i>2017</i>
--	--------------------------------