

# HOGAN McDONALD

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AI-focused Senior Software Engineer with 7+ years building scalable Ruby on Rails and TypeScript platforms. Expert in architecting AI-driven solutions using OpenAI, LangChain, and vector databases to drive measurable business outcomes and enhance user experiences.

## EXPERIENCE

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### 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

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**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

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### Prime Digital Academy

Minneapolis, MN

Full Stack Software Engineering Certification

2017

### North Central University

Minneapolis, MN

Pastoral Leadership (Major), Leadership Studies (Minor) - Coursework Completed

2013 – 2015