

Hogan McDonald

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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

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