

Hogan McDonald

651-230-1107 | hogan.developer@gmail.com | [linkedin.com/in/hogan-mcdonald](https://www.linkedin.com/in/hogan-mcdonald) | github.com/HoganMcDonald

Senior Software Engineer with 6 years of experience architecting, developing, testing, and maintaining web applications in agency and startup settings

EXPERIENCE

Senior Software Engineer

July 2022 - Present

Ephemeral Tattoos

Brooklyn, NY - Remote

- Architected and led the development of all backend projects to support the needs of stakeholders on growth and operations teams
- Designed and implemented a custom e-commerce model that was able to consolidate 3 separate payment systems used in our studios and on our website, increasing reliability and extensibility
- Introduced observability tools, reducing response time from days to minutes, enabling prompt identification and resolution of performance bottlenecks and eliminating all sources of regular downtime
- Automated time-intensive pre-appointment flow, saving hours of effort per appointment and improving overall efficiency
- Spearheaded development of a group booking feature, leading to a doubled conversion rate and improved customer satisfaction
- Streamlined the capture of tattoo images and associated meta-data from 3rd party service via automated upload and tagging, enhancing data management and accessibility

Senior Software Engineer

March 2020 - June 2022

Soona

Minneapolis, MN - Remote

- Created a scheduling library that balanced availability with utilization and fully automated appointment scheduling
- Implemented a multi-stage data migration to introduce multi-tenancy with controlled access in support of onboarding enterprise clients
- Developed a comprehensive Cypress test suite, cutting manual QA time in half, while improving product quality and reliability
- Streamlined engineer onboarding with a 15-minute setup script for a development-ready environment, boosting new team members' productivity
- Developed a robust notification system using the Slack API, automating common workflows and eliminating manual hand-offs between teams
- Led the implementation of a standardized peer interview process for new hires, ensuring consistency in hiring decisions and promoting a collaborative and mentoring culture

Software Engineer II

April 2019 - February 2020

Brandless

Minneapolis, MN - Remote

- Helped design and implement A/B tests designed to increase conversion of potential customers
- Re-architected the checkout routing system that resulted in higher conversion rates while resolving multiple active bugs
- Lead efforts to identify and resolve high priority incidents, including preventing a \$500,000 loss

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 for large healthcare client while maintaining HIPAA compliance
- Lead a zero downtime upgrade of a legacy Rails application from Rails 3 to Rails 5

Software Engineer

January 2018 - June 2018

University of Minnesota Software Bootcamp

St. Paul, MN

TECHNICAL SKILLS

Languages: Ruby, JavaScript, TypeScript, SQL, PHP, Java, Swift, HTML, CSS, Lua

Frameworks: Ruby on Rails, NextJS, React, Redux, Vue, Cypress, React Native, Node, Express, Sidekiq, Prisma

Databases: Postgres, MongoDB, MySQL, Redis

Related Technologies: Shopify, CircleCI, Heroku Pipelines, Elasticsearch, APM (Sentry, New Relic, Structured Logging), AWS (S3, EC2, Lambda, API Gateway, IAM, CloudFront, RDS, SageMaker)

EDUCATION

Prime Digital Academy

Minneapolis, MN

Full Stack Software Engineering Certification

2017

North Central University

Minneapolis, MN

Pastoral Studies - Generals

2013 - 2015