

# Hogan McDonald

hogan.developer@gmail.com — hoganmcdonald (GitHub)

## PROFESSIONAL EXPERIENCE

### Ephemeral Tattoos, New York, NY - remote

July 2022 - Present

#### Lead Backend Engineer

- Led backend development as the primary engineer, collaborating closely with product and growth teams to prioritize initiatives.
- Built a seamless custom checkout experience, merging in-store and on-site checkout, boosting customer satisfaction and sales.
- Created a walk-in booking system for tattoo events with hundreds of participants, driving revenue growth.
- Overhauled the view layer using components and hotwire in Rails 7, leading to a more efficient user interface.
- Developed integrations (Heymarket, Typeform, Formstack, Help Scout, Iterable, and Boulevard) to streamline pre-appointment workflows.
- Implemented optimization strategies, enhancing application performance and user experience.
- Resolved technical challenges and bugs, ensuring application stability and reliability.

### Soona, Minneapolis, MN - remote

March 2020 - June 2022

#### Senior Software Engineer

- Architected and built a custom library to automate appointment scheduling while balancing availability and utilization.
- Implemented a large, multi-stage data migration to facilitate multi-user accounts with controlled access.
- Created Cypress test suite for automated end-to-end testing and trained engineering organization on its use.
- Automated engineer onboarding with a script that set up a development-ready environment in 15 minutes.
- Developed a universal notification system using slack that was responsible for sending thousands of messages daily.
- Designed, lead, and trained teammates on a peer interview process used for every new hire.

### Independent Contractor

April 2019 - June 2022

- Designed and built custom fundraising software for non-profit client that included photo uploading and social features.
- Collaborated with partner to design and develop custom tournament registration software for national sports league.
- Consulted on the technical implementation of a Shopify enterprise website rebuild for national toy brand.
- Designed, built, and deployed custom website for therapy private practice.

### Brandless, Minneapolis, MN

April 2019 - February 2020

#### Software Engineer II

- 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.

### Foundry, Minneapolis, MN

April 2018 - March 2019

#### Software Engineer

- 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.

### University of Minnesota Software Bootcamp, St. Paul, MN

January 2018 - June 2018

#### Teaching Assistant

## EDUCATION

Full Stack Software Engineering Certification  
Prime Digital Academy

2017

Pastoral Studies - Generals  
North Central University

2013 - 2015

## RELEVANT SKILLS

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

**Related Technologies:** Ruby on Rails, React, Redux, Vue, Cypress, React Native, CircleCI, Heroku Pipelines, AWS (S3, EC2, Lambda, API Gateway, IAM, CloudFront)