# ALEX ROCKWELL

alex.rockwell@hey.com • 352.281.6571 • https://www.alexrockwell.org

## Senior Software Engineer

Experience in application development, data analysis, database design, and system administration

## Skills

| | |
|---|---|
| Programming Languages | Ruby, Javascript, Go, Python, Java, and Coffescript |
| Web Development | Ruby on Rails, Vue.js, React, and jQuery |
| Databases Technologies | MySQL, DB2, PostgreSQL, Redis, SQL and SPARQL |
| Messaging Systems | Kafka and RabbitMQ |
| Cloud Monitoring Tools | Sumologic, Scoutapp, New Relic, Datadog, and Grafana |

## Work History

### Senior Software Engineer - Doximity, Apr 2020 - Aug 2023
- Increased ad inventory by 30% YoY through leading ad inventory expansion projects
- Simplified ad serving architecture by implementing a centralized server for ad requests
- Enhanced issue detection by creating a comprehensive approach to monitoring ad performance
- Integrated AI summarization into automated video transcription tools for improved efficiency
- Fostered a collaborative learning environment, mentoring multiple engineers and supporting their career progression

### Software Engineer - Doximity, Mar 2018 - Mar 2020
- Architected and led the development of a highly scalable ad tracking event pipeline, built with Kafka and Ruby on Rails to process millions of events daily
- Created the dialer ads api in Ruby on Rails unlocking $100mm/year in revenue opportunity
- Resolved bugs in Amion data synchronization system written in Go

### Senior Software Engineer - TeamSnap, Apr 2017 - Dec 2017
- Worked with a team to design and implement an invoicing system in Ruby
- Analyzed the billing system to ensure compatibility with a new enterprise contract
- Worked with SRE team to identify poorly performing parts of the application using Datadog

### Senior Software Engineer - SharpSpring, Dec 2016 - Mar 2017
- Fixed bugs in a large PHP application
- Helped implement a job processing system in Go

### Senior Software Engineer - 17hats, Jan 2016 - Oct 2016
- Designed and implemented backend for a call center handling over 100 calls a day using Twilio
- Worked with front-end and mobile engineers to integrate with Twilio backend
- Improved backend performance by profiling code and tuning SQL queries

### Senior Software Engineer - Quri, May 2013 - Jan 2016
- Developed system for mass payment processing for EasyShift using Ruby on Rails
- Created revenue recognition system using Ruby on Rails and Salesforce
- Identified and fixed critical bugs and optimized features in a large Ruby on Rails application

- Designed and implemented KPI dashboard using Chartio
- Trained non-technical staff to analyze data using SQL queries and Chartio

**Software Engineer - Bleacher Report, Sept 2011 - Apr 2013**
- Created a Node.js service in Coffeescript that delivered millions of push notifications a day
- Developed the backend for a game called "Start, Sit, Cut" using Ruby on Rails
- Optimized login authentication through Facebook using Javascript
- Debugged and created instrumentation for concurrent code

**System Administrator - University of Florida (UF), Science Library, Apr 2010 - Aug 2011**
- Created visualization of the organizational hierarchy of UF, from semantic web data in VIVO
- Designed and implemented several open source utilities to extract and manage RDF data
- Managed installation and upgrades of VIVO.
- Automated server configuration and deployment with Ruby Chef

**Web Developer - UF, Department of Housing, Feb 2008 - Mar 2010**
- Designed and implemented two internal web applications with over 100 users
- Helped maintain legacy web applications on a large code base (>200 KLOC)
- Led migration of more than 20 web applications from Jetspeed Portal to JBoss Portal
- Implemented automated software testing to improve development time using TestNG

**Database Administrator - UF, Computer Networking Services, Jul 2004 - Feb 2008**
- Developed an automated backup solution for DB2 using TSM to handle 40 GB of data
- Designed and implemented an automated database growth size tracking system

## Portfolio

- Ruby library to send c2dm notifications at a high rate: https://github.com/arockwell/c2dm_batch
- Visualization of UF's organization structure using semantic web data from VIVO: https://github.com/arockwell/vivo_org_chart
- Program to generate this resume in text and pdf format: https://github.com/arockwell/resume
- Programming blog: https://www.alexrockwell.org.

## Education

University of Florida, Gainesville, Florida
BS in Computer Engineering; May 2004