

ALEX ROCKWELL

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Senior Software Engineer

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

Skills

Programming Languages	Ruby, Javascript, Python, Go, and Java
Web Development	Ruby on Rails, Vue.js, React, and CSS
Databases Technologies	MySQL, PostgreSQL, Redis, SQL
Messaging Systems	Kafka and RabbitMQ
CI/CD Tools	Circle CI, Github Actions, and Jenkins
Cloud Monitoring Tools	Sumologic, Scoutapp, New Relic, Datadog, and Grafana

Work History

Senior Software Engineer - Order.co, Apr 2024 - Sept 2025

- Redesigned and rebuilt invoice generation system, cutting P95 build time to <1s, boosting test coverage to 90%, and improving code maintainability
- Automated KYC/AML compliance checks by integrating intake forms with decision engine, accelerating customer onboarding and reducing manual verification errors
- Built Zendesk integration that auto-populated customer context, reducing average resolution time by 30%
- Mentored engineers through code reviews and pairing, improving team code quality and engineering practices

Senior Software Engineer - Doximity, Apr 2020 - Aug 2023

- Re-architected ad platform from push to pull model, driving 30% YoY inventory growth through faster deployment of new ad formats
- Reduced system complexity by consolidating ad serving logic into centralized request server, improving reliability and accelerating feature development
- Created proactive monitoring across ad formats and client types, detecting delivery failures within minutes and preventing revenue loss
- Mentored multiple engineers across experience levels, with 3 direct mentees promoted to engineering team lead roles

Software Engineer - Doximity, Mar 2018 - Mar 2020

- Architected 3-stage event pipeline (Kafka/Rails) processing millions of daily events, improving system resilience and enabling recovery from processing failures
- Created the dialer ads api in Ruby on Rails unlocking \$100mm/year in revenue opportunity

Senior Software Engineer - 17hats, Jan 2016 - Oct 2016

- Architected and implemented Twilio-based call center backend, enabling new product launch handling 100+ daily calls

Senior Software Engineer - Quri, May 2013 - Jan 2016

- Developed mass payment processing system using Ruby on Rails, disbursing \$5M annually

- Created revenue recognition system (Rails/Salesforce) strengthening financial controls and ensuring accurate reporting
- Designed and implemented KPI dashboard using Chartio, enabling data-driven operational decisions
- Trained non-technical staff on SQL and Chartio, enabling self-service data analysis and reporting

Software Engineer - Bleacher Report, Sept 2011 - Apr 2013

- Scaled push notification system from 100K to 10M users (5M notifications/day), iterating from Rails Delayed Job to Node.js/Redis architecture
- Developed backend for "Start, Sit, Cut" game in Ruby on Rails, launching to 30K users

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