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, 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
CI/CD Tools	Jenkins, Circle CI, Github Actions, Hubot, and Lita
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
- Developed a proof-of-concept backend for an AI-powered transcript summarization tool
- 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