

# ALEX ROCKWELL

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

## Senior Software Engineer

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

## Skills

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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

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

- Rewrote invoice building, cutting P95 build time to <1s and lifting test coverage past 90%
- Automated KYC/AML onboarding by linking intake forms to a compliance decision engine
- Developed Zendesk integration, auto-populating tickets and reducing time to resolve requests
- Mentored two engineers on the team and improved code quality through reviews and pairing

### 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**

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- Ruby library to send c2dm notifications at a high rate: [https://github.com/arockwell/c2dm\\_batch](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](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**

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