

# 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 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 on team practices and architecture decisions through code reviews and pairing sessions

### Senior Software Engineer - Doximity, Apr 2020 - Aug 2023

- Drove 30% YoY ad inventory growth over 4 years by leading expansion into new channels and evolving architecture from push to pull model to enable rapid ad format development
- 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 and led 3-stage event pipeline (Kafka/Rails) processing millions of daily events, eliminating event loss by separating ingestion, transformation, and reporting concerns with idempotency guarantees
- 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 handling 100+ daily calls across 6 agents

### 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
- 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**

- Scaled push notification system from 100K to 10M users (5M notifications/day) by evolving architecture through 3 iterations (single-threaded, multi-threaded, and Node.js/Redis)
- Developed the backend for a game called "Start, Sit, Cut" using Ruby on Rails

### **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