David McDonald

Templeton, CA
805.434.8004
davidsmcdonald@gmail.com
linkedin.com/in/david-s-mcdonald

LANGUAGES AND TECHNOLOGIES
- **Proficient:** JavaScript, React, Redux, Node.js, Express, jQuery, Ruby, PostgreSQL, HTML5, CSS3, Git
- **Exposure:** GraphQL, Apollo, Sass, Handlebars, Pug, Firebase, Heroku, Android Studio, Kotlin

PROFESSIONAL EXPERIENCE
805 Wine | Software Developer | Paso Robles, CA   Mar 2020 - Present
- Built, connected, and modified U.S. and Japan websites to design specs, embedding ecommerce and customizing functionality using Javascript, HTML5, and CSS3 through several design iterations.
- Constructed wine club membership platform as a customer incentive program using JavaScript, React, Redux, and Sass, projected to increase customer revenue and retention by over 30%.
- Persisted important customer data using Cloud Firestore, ensuring 100% member data retention.
- Enabled fast user authentication with Firebase, accelerating customer sign up process by more than 2X
- Engineered progressive discount code generator to reward active users based on numbers of orders placed or current membership status utilizing JavaScript, Apollo, and Shopify GraphQL API.

Terrizzi Vino (Giornata Winery & others)| Web Designer & Winemaker | Paso Robles, CA   Apr 2012 - Jul 2020
- Crafted internationally acclaimed wines and managed a winemaking facility, winemaking process, and staff; received accolades from NYTimes, SF Chronicle, all major wine press, and many European publications, growing sales from 15% to 80% year-over-year throughout my tenure.
- Migrated winery online presence from dated HTML to modern websites using JavaScript and Squarespace with ecommerce functionality, increasing web-initiated sales from ~10% to over 50% of annual revenue.
- Oversaw data and inventory management for record keeping and government compliance of over $2M in inventory and 20,000+ bottles sold annually.
- Handled sales and service relationships, meeting customers, press, distributors, and wholesale accounts.

EDUCATION
B.A. Philosophy, *University of California, Santa Barbara*

PROJECT WORK
Tracklight for Android | Android Developer | github   Aug 2020 - Nov 2020
Mobile latitude and longitude application for tracking user location and sharing it online.
- Designed and built Android application to create and authenticate users, capture location data, and connect to latitude and longitude tracker website API utilizing Android Studio and Kotlin.
- Engineered functionality to send and retrieve location data from the server utilizing Kotilin and Android Studio for application logic and Retrofit to handle HTTP requests.

Tracklight Website | Software Engineer | live site | github   Aug 2020 - Nov 2020
Website and web application to complement the tracklight mobile application.
- Designed and built front end for registering users, finding and displaying user location data utilizing Pug for HTML templating, JavaScript for UI interactions, and CSS3 for a fast, clean and simple UI accessible anywhere.
- Architected RESTful API for HTTP connections using JavaScript, Node.js, Express, and JSON Web Tokens to provide a flexible interface for Android, web applications, and more.
- Wrote back-end and server connection with JavaScript, Node.js, and PostgreSQL, providing a streamlined relational database to accommodate potentially heavy read and write usage.

fitPork | Software Engineer | live site | github   Jun 2020 - Jul 2020
System for archiving and searching your personal music collection with reviews.
- Developed front end in Javascript and Pug to accept and store user and collection data and created back end with Node.js and Express to facilitate data transfer to PostgreSQL database.

ACTIVITIES
Music, cooking, mindfulness, and DIY enthusiast. Former winemaker, aspiring distance runner.