



Daniel McGrady

UX Designer / Programmer / Analytics

SKILLS

- Programming
- UX Design
- Web Analytics
- Typography
- Product Development
- Wireframing
- A/B Testing
- Data Science

LANGUAGES

- Ruby
- Javascript / Typescript
- Node.js
- Erlang / Elixir
- Android
- CSS / SASS / PostCSS
- Golang
- Clojure
- Haskell

FRAMEWORKS

- Ruby on Rails
- React
- Backbone.js
- Angular.js
- Phoenix
- Vue.js

SUMMARY

I consult with companies as a programmer and UX designer. I code in Ruby, Javascript, Go, and I play around with functional languages in my spare time (Erlang, Clojure, etc). I primarily build web apps, a few server apps in Go, and I have also developed Android apps.

I started off as a designer but eventually became a self-taught programmer, spending nearly a decade developing web and mobile apps, with a focus on the front-end. I’ve also been tasked with prototyping products for various startups from wireframes, A/B testing, managing web analytics, and building out the initial MVPs. I also spent 6 months working as a Product Manager.

Highlight: Erlang/Elixir Experience

About 2yrs ago I learned how to use Erlang and fell in love with the simplicity and architecture of the system. I’ve been a big fan of FP for some time and was an early adopter of Clojure. I eventually switched over to Elixir/Phoenix when building a web app for a side project, both are my go-to language/frameworks after nearly a decade of Ruby on Rails. I’d love the opportunity to use it professionally and in production.

WORK EXPERIENCE

Programmer, UX Designer, Web Analytics

2010-01 → Present

Self-employed Contactor

Contracting with startups to help build out their products via Ruby Javascript, UX design, and product development. Most recently working with:

- [Nimonik.com](#) – Montreal-based company where I built various reports on their Ruby-on-Rails app and Backbone. js front-end
- [Parakweet.com](#) – A San Francisco based company where I lead product development, JS programming, and UX work for their AI and machine learning products.
- [CareGuide.com](#) – A Toronto based company where I helped build out their early Ruby on Rails app that drives multiple popular web properties in the Senior Care health space. And more.

I worked both remote and in-office, integrating directly with teams.

Co-founder; UX/Programming/Product Dev

2015-01 → 2017-02

Copperhead Security

Built and design marketing website Built open source OTA(over-the-

air) update server in golang Android app development UX designer and product management We building a secure version of Android and selling hardened smartphones to people who work with sensitive data.

Software Developer
Blueprint / ShopLocket

2014-06 →
2014-11

Focused on both front & backend development on <http://theblueprint.com/> and Shoplocket's (<https://www.shoplocket.com>) embeddable Angular.js based shopping cart. Also managed their analytics across different properties.

Co-Founder; Full-stack Developer
CareLogger

2010-08 →
Present

Developed a Diabetes Logbook (Ruby on Rails HTML5 mobile) to 15k users, \$1000/m revenue, recently made free as public service. I led programming, deployment, landing pages, online marketing, A/B tests.

Full-Stack Developer
LearnHub

2009-11 →
2010-11

Front-end development of <http://Learnhub.com> <http://StudyPlaces.com> and <http://JumboTests.com>; including user experience, ruby programming, and web analytics.

LearnHub had 3 million pageviews per month, they were a social network for university students and lead generation company, helping recruitment for Universities around North America.

Jr. Developer (Ruby on Rails)
NuLayer

2009-06 →
2009-12

Developed various Ruby on Rails for their clients, including <http://SportsNet.ca> and a Twitter firehose photo feed