

# Keith McDonnell

keithmcdonnell.net  
github.com/kmcd



## **Senior Rails developer, ClashMedia.com, March – May 2010**

Clash Media is a direct marketing and online lead generation company based in London. On a team of six .Net developers, I was responsible for 1) migrating the lead generation network from ASP .Net to a Rails/Sinatra services architecture for email capture, validation, delivery and business reporting; 2) training, mentoring & pair programming .Net developers in Ruby / Rails & test driven development.

*Technologies:* **Ruby, Rails, Sequel, Sinatra, mySQL**

## **Senior Rails developer & Scrum Master, WhiteLabelDating.com, May 2009 – February 2010**

WhiteLabelDating.com is the UK's leading white label dating service provider with 1.5 million members in five countries. On a development team of 11, I was responsible for project management (as Scrum master), mentoring/training junior developers, back & front end development and code review. My team delivered two key applications:

- Partner portal providing metrics and business intelligence (e.g. conversion rates from Adwords) for all partner dating sites.
- Newsletter application to 1) create professional looking html emails 2) select target demographic from 1.5 million member profiles 3) schedule & send mass email 4) track open/bounce/link click rates.

*Technologies:* **Ruby, Rails, Sphinx, mySQL, Prototype Javascript, Cucumber**

## **Senior Rails developer & Scrum Master, CareerMee.com, August 2008 – April 2009**

Careermee is an executive recruitment startup with 40+ Fortune 500 customers and 1000+ MBA graduates & alumni signed up. On a team of five, I was responsible for Rails development, project management as Scrum master, QA (code review, usability testing, bug fixing) and maintaining Linux production servers. I also created an administration application for the business users to monitor customer activity, feature usage and business metrics.

*Technologies:* **Ruby, Rails, Rspec, jQuery Javascript, Haml/Sass, Sphinx, PostgreSQL**

## **Rails developer, Plazes.com, December 2007 – July 2008**

Plazes is a web geo-location service with over 27,000 active users worldwide. I worked as a back-end developer on team of 12 where, on a daily basis, I was responsible for code review, testing, QA & bug fixing of the legacy code base. I created the authorization system, location search engine and 3rd party (eg Twitter, FireEagle) API integration. I also reviewed and improved the Scrum software process by applying the Nokia test.

*Technologies:* **Ruby, Rails, Rspec, jQuery Javascript, Haml/Sass, PostgreSQL/GIS, Tsearch**

## **Rails developer, Mildendo Systems, October 2007 – November 2007**

MildendoSystems is an Irish startup providing financial software to Irish SME's. I developed their flagship creditors & debtors control application. As the sole developer, I was responsible for graphic design & copy writing, usability testing with clients and TDD development using Rails. I managed the project using Scrum.

*Technologies:* **Ruby, Rails, Javascript**

## **Instructor, Dorset College, Dublin June 2006 – September 2007**

I devised & taught 2 CIW e-Commerce courses to classes of 15 students. The course consisted of building a portfolio of e-Commerce web applications with Rails and 3 written exams. The syllabus included Ruby, Rails, Unix, SQL, HTML, CSS, web design, usability testing and project management.

## **Software developer, Revenue Commissioners, May – October 2005**

The Revenue Commissioners is Ireland's tax & customs authority. I worked on ITS, the tax management application used by 7000 Revenue officials in over 100 offices. On a team of 6 developers, I was responsible for application performance and scaling. I developed performance tests & benchmarks for SQL embedded in COBOL, Java & Unix batch jobs and subsequently re-factored non-performing SQL with the DBA team.

*Technologies:* **Java, COBOL, SQL, CVS, Bash shell scripting, Ingres, Solaris**

## **Localisation developer, Symantec, May – October 2003**

Symantec is the worlds largest computer security company employing 17,500 worldwide. I localised Norton Internet Security & Anti Spam into 5 European languages and was responsible for translation kits, configuration management, QA & bug fixing on a team of 6 developers.

*Technologies:* **C++, Subversion, Html, Css, Javascript, Windows, Linux**

## **Localisation developer, Clockworks International, January 1999 – September 2002**

Clockworks was a software localisation consultancy for multinational clients such as IBM, Lotus and Ricoh. On the Lotus Notes, QuickPlace and SameTime localisation teams, I was responsible for QA & bug fixing for 5 European languages on Windows and UNIX.

*Technologies:* **C++, Html, Css, Javascript, Windows, AIX, Solaris**

## *Education*

### **Bsc. Computer Science, Dublin City University, 2002 – 2006**

Syllabus included Mathematics, Algorithms, Object oriented design & Java. My final year project was an RSS Search Engine using Rails, Java & Lucene. Also, I was awarded a Microsoft research scholarship 2004.

### **City & Guilds Software Diploma, FAS Finglas, May – December 1998**

Syllabus included C++, Visual Basic, Prolog, Unix & software testing.