Blake McLachlin

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Experience

AfterSell | Calgary, AB   2024 - 2024
Software Engineer
- Developed automated deployment pipelines for two apps, integrating Slack notifications for production build releases, streamlining communication and improving deployment visibility.
- Created a new onboarding flow for Rokt network offers for merchants, resulting in an increased conversion rate and improved user acquisition.
- Enhanced the order browser page on AfterSell's admin dashboard, increasing visibility into customer behavior by tracking upsell and funnel acceptance or rejection rates.
- Implemented identity verification in Intercom, boosting security and user trust within the customer support process.
- Added a shipping method funnel trigger, enabling customers to trigger upsells based on selected shipping methods (e.g., Standard, Express), enhancing personalization and sales strategies.

Silvacom | Calgary, AB   2023 - 2024
Software Engineer
- Spearheaded the implementation of pivotal business rules to elevate support for clients immersed in silviculture activities
- Led comprehensive database investigations to identify and rectify additional and missing search attributes, thereby optimizing system functionality and improving the overall user experience

Fillip Fleet Inc | Calgary, AB   2022 – 2023
Software Engineer
- Led the team on Internationalizing our mobile app and marketing website, landing us an offer with a French marketing retailer and opening our app to French Canadian customers in Quebec
- Proposed and implemented new test cases and performance improvements for our end-to-end tests, improving our daily release confidence and reducing time spent doing manual regressions by 40%
- Reduced payment fraud by transitioning account funding from traditional credit card transactions to Apple/Google Pay
- Developed fuel rebate solutions for targeted gas station marketers, playing a pivotal role in driving demand shaping strategies to increase customer engagement

Alert Labs Inc | Waterloo, ON   2021 – 2022
Software Engineer
- Added Water Bill Calibration as a feature to our platform, leading to a 30% increase in accuracy for customers' water bills

Technical Skills

- Languages and Frameworks: JavaScript, React, Dart, Flutter, C++, Java, Python, HTML, CSS, MySQL, MongoDB
- Tools and Knowledge: Git/GitHub, Spring, Linux, Docker, Firebase, AWS, Scrum/Agile, TDD

Education

University of Lethbridge | Lethbridge, AB   2017 – 2021
- B.Sc. Computer Science, Minor in Mathematics, 3.61/4.00 GPA