

Ira Siegel

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Summary

Frontend-leaning Full Stack Engineer with 25+ years of experience building scalable, high-traffic web applications using React, TypeScript, and Angular. Experienced in modular frontend architecture, including microfrontend-style systems, with a focus on performance, reliability, and user experience. Proven track record delivering revenue-impacting features and improving observability across distributed systems.

Work Experience

SHUTTERFLY

Senior Software Engineer II Mar 2025 - Jan 2026

- Built and optimized high-traffic customer-facing features using React, TypeScript, and React Context, improving performance, usability, and conversion across core e-commerce flows
- Developed and maintained comprehensive Jest test suites to stabilize long-lived React applications and eliminate recurring production defects and reduce incident churn.
- Improved frontend observability by integrating NRD and Splunk telemetry, enabling faster production debugging and clearer operational visibility.

Senior Software Engineer Oct 2019 - Mar 2025

- Contributed to modular frontend architecture patterns aligned with microfrontend principles, leveraging shared component libraries and coordinated routing across high-traffic domains
- Collaborated across multiple teams to integrate independently developed frontend features into a cohesive user experience, balancing shared dependencies, routing, and performance considerations
- Helped reduce release coupling by improving domain-level ownership and deployment workflows across frontend systems
- Built and maintained core, high-traffic, revenue-critical web experiences using React, TypeScript, and CSS, which reduced page load times and helped sustain consistent revenue
- Partnered with Product to lead three phases of PIP personalization, translating product strategy into scalable frontend architecture with modern CSS standards and React Context, which improved personalized content delivery, contributing to measurable revenue gains (up to 140%) and increased user engagement
- Contributed to and extended Node.js-based server-side rendering and service layers, implementing caching, lazy-loading, and performance optimizations across frontend and backend boundaries
- Implemented dynamic, CMS-managed content delivery workflows with Bloomreach brXM, enabling faster content updates and increasing publishing efficiency
- Improved team velocity by mentoring junior engineers and reinforcing best practices in React state management, code quality, and technical design.
- Led Scrum ceremonies (planning, stand-ups, backlog refinement, retrospectives) to maintain team alignment and predictable sprint delivery.
- Coordinated and executed regular production releases, ensuring stable delivery and smooth rollouts.

MERITAGE HOMES

Front End Web Developer Apr 2018 - Oct 2019

- Built customer-facing features and offline-capable web tools using modern JavaScript and CSS, improving site performance and visitor retention.
- Designed, built, and launched an offline/online registration web application using service workers, reducing operational costs and improving field maintainability.
- Partnered with Marketing to build complex mortgage calculators integrated with Salesforce data, streamlining the end-user experience.

TALLWAVE/ETHOLOGY

Front End Web Developer Jul 2015 - Apr 2018

- Built and maintained Angular-based single-page applications (SPAs), designing scalable component architectures, managing application state through services and RxJS, and delivering responsive, maintainable UI solutions
- Developed Drupal and WordPress websites using HTML5 standards and unit testing, which reduced post-launch bugs and improved site stability for end users
- Led development of client-facing SPAs, defining frontend architecture with Angular and Redux, resolving complex UI and state-management issues, and delivering a maintainable codebase that shortened development cycles for new features.

Education

Rutgers University - The State University of New Jersey - New Brunswick
Bachelor of Arts, Communications

Aug 1990 - May 1993
New Brunswick, NJ

AI-Assisted Development Experience

- Leveraged AI tools including GitHub Copilot, Claude, and Codex to accelerate development workflows, including component scaffolding, refactoring, and code generation
- Used AI to generate and refine TypeScript types, interfaces, and data models, improving type safety and reducing development time
- Applied AI-assisted regex generation and debugging to efficiently process and validate complex string patterns
- Generated unit and integration tests (Jest, React Testing Library) using AI tools, increasing test coverage and reducing manual effort
- Assisted in creating end-to-end test scenarios (Playwright) using AI-generated test cases and edge-case exploration
- Utilized AI tools for rapid prototyping, debugging assistance, and performance optimization recommendations across frontend applications
- Used AI tools to accelerate development while validating outputs for correctness, maintainability, and production readiness

Additional Skills

Core Frontend: React, TypeScript, JavaScript (ES6+), Tailwind CSS, Angular, HTML5, CSS, Node, Accessibility, CI/CD

State Management & Architecture: Redux, React Context, Microfrontend Architecture

Testing & Quality: Vitest, Jest, Unit Testing, End-to-End (E2E) Testing

Observability & Performance: Splunk, NRD, Web Performance Optimization

Delivery & Methodology: Agile/Scrum, Kanban

Design & Asset Tools: Adobe Photoshop, Adobe Illustrator, Adobe InDesign