Contact

480-694-9564 (Mobile) ira@imsiegel.com

www.linkedin.com/in/isiegel (LinkedIn) imsiegel.com (Personal)

Top Skills

Team Coordination
Cross-functional Team Leadership
Team Management

Certifications

Client/Server Programming and Web Development

Honors-Awards

Constant Contact Innovation Day Finalist

Publications

The Future of Front-End Web Development is Now

Ira Siegel

Sr. Software Engineer

Phoenix, Arizona, United States

Summary

At Shutterfly, Inc., our team has enhanced the user experience on key web pages, notably the thumbnail and product information pages, using React/TypeScript. My role as Senior Web Engineer extends to leading scrum meetings and mentoring junior staff, ensuring smooth sprint planning and production support. We've delivered business-critical features, significantly boosting revenue and elevating our web presence.

Prior to Shutterfly, my tenure at Meritage Homes was marked by the development of intuitive web applications, including a customer registration tool that streamlined field operations. Specializing in front-end development, I have consistently prioritized performance and usability, directly contributing to improved visitor retention. My commitment to excellence is reflected in collaborative achievements and the value I and my team have delivered to our users.

Experience

Shutterfly

5 years 6 months

Senior Software Engineer II March 2025 - Present (1 month)

Senior Software Engineer October 2019 - March 2025 (5 years 6 months)

Tempe, AZ

- · Development of the thumbnail, product information and home pages using React/TypeScript
- · Developed business-critical new features, some increased revenue by 140%
- · Development of Node.js web server
- · Development of new CMS (brXM) integration
- · Scrum master for daily stand-ups
- · Run/coordinate sprint planning

- · Participate in design and code reviews across the team to establish best practices
- · Support production for issues/bugs
- · Coordinate and handle releases of our code bases with QE and product managers
- · Mentor/onboard junior team members (mostly off-shore/India)

Meritage Homes

Front End Web Developer

April 2018 - October 2019 (1 year 7 months)

Scottsdale, AZ

- · Work closely with Marketing to develop new features for meritagehomes.com
- · Created offline/online customer registration web application (service workers) for field use, saving money and easing maintainability
- · Optimized corporate website for performance and usability, increasing visitor retention
- · Maintain and optimized homebuyer/agent facing web kiosk
- · Created new mortgage calculators, used throughout the website using Salesforce data to pre-fill for easier visitor use.

Tallwave

Front End Web Developer

February 2017 - April 2018 (1 year 3 months)

Scottsdale, Arizona

- · Work with clients and Design team to create Single Page Apps (SPAs) with Angular
- · Build/maintain websites using Drupal and WordPress
- · Lead Developer for client SPA project
- · Maintain tallwave.com

Ethology

Front End Web Developer

July 2015 - February 2017 (1 year 8 months)

Scottsdale, AZ

- · Worked with Design team to build Drupal and WordPress websites
- · Built two new versions of ethology.com
- · Maintenance of ethology.com

McMURRY/TMG LLC

3 years 1 month

Front End Web Developer January 2013 - July 2015 (2 years 7 months) Phoenix AZ

· Take design comps and author CSS (using Sass), jQuery and HTML to create client and internal websites with Drupal, WordPress, and .NET.

Interactive Marketing Developer July 2012 - December 2012 (6 months) Phoenix, AZ

- · Streamlined HTML Email program, bringing everything in-house
- · Kick-started and developed mobile-friendly email program
- · Front-end development of Drupal, WordPress and landing page websites

Constant Contact Sr. Visual UX Developer November 2005 - July 2012 (6 years 9 months) Waltham, MA

- · Work with software developers and product owners to design and develop enhancements and usability improvements to existing and new products
- · Participate in the design and development of new features for future products
- · Design and develop XHTML/CSS templates for the Email Marketing, Event Marketing, and Social Campaigns products. Increased Email Marketing template selection from 40 to over 450, improving overall customer satisfaction.
- · Publish updated and new Email Marketing/Social Campaigns templates and Event Marketing themes to QA environments and production
- · Develop auto-generated system letters for business partner and customerfacing communications
- · Design, develop and maintain Regional Development Director Email Marketing templates to help drive Constant Contact-sponsored seminar attendance
- · Design and develop mobile email templates for QuickView iPhone App, a major corporate initiative
- · Led the design, development, and maintenance of widely-used company intranet from concept to rollout
- · Develop product prototypes for usability studies that enhanced new product introduction and improved customer experience and adoption

TeleGea Web Designer March 2000 - June 2005 (5 years 4 months)

Waltham, MA

- · Designed/developed TeleGea.net, a password-protected VoIP software demonstration portal which aided in over twenty TeleGea customer wins
- · Assisted Sales Engineers with sales efforts by customizing and branding TeleGea's additional VoIP software demonstration portals
- · Designed and developed offline versions of software demonstrations
- · Designed/developed five versions of TeleGea's corporate website
- · Provided ongoing design, development and content updates to corporate website
- · Facilitated production and implementation of product and demo visual design templates into final HTML and CSS
- · Oversaw design and prototype phase of GUIs to ensure visual direction can be translated effectively into HTML and CSS
- · Maintained standards for coding
- · Distributed and created customer and employee e-mail newsletters and trade show e-mail invites
- · Prepared and distributed weekly NetTracker web analytics reports

Island Def Jam Music Group Rock Promotion Assistant March 1999 - August 1999 (6 months) New York, NY

- · Assistant to VP and Director of National Rock Promotion
- · Downloaded all artist airplay and sales data from web-based applications SoundScan, Broadcast Data Systems, and Radio & Records
- · Prepared weekly rock radio report, which was distributed to label staff and independent promoters
- · Created weekly artist sales and airplay one-sheets for distribution to radio and independent promoters
- · Arranged all travel for VP, Director, and select local promotion managers
- · Tracked and coded all departmental invoices and check payment requests using the JD Edwards mainframe financial system

POLYGRAM GROUP DISTRIBUTION

National Advertising Coordinator May 1997 - February 1999 (1 year 10 months) New York, NY

· Downloaded all new, changed and canceled co-op advertising commitments to dBASE from mainframe advertising system

- · Distributed advertising commitments and account credits to respective regional advertising coordinators and accounts
- · Liaison for accounts, regional advertising coordinators, and advertising auditing bureau to resolve rejected advertising claims
- · Performed all month-end close procedures utilizing mainframe advertising system and dBASE

POLYGRAM HOLDING, INC

Accounts Payable Clerk November 1994 - May 1997 (2 years 7 months) New York, NY

· Acted as liaison and was responsible for paying all A&M Nashville, Mercury Nashville and PGD regional and sales office expenses/invoices using SAP financial mainframe system

WAAF, Superadio, Data Vault
Past Experience
July 1993 - September 1994 (1 year 3 months)

· WAAF: Hillman In The Morning prep

· Superadio: Office Administrator

· Data Vault: Data warehouse disaster recovery prep and delivery

Education

Rutgers, The State University of New Jersey-New Brunswick B.A., Communications

Temple University
Pre-Medicine/Pre-Medical Studies