

Ira Siegel

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Summary

Senior Software Engineer with 10+ years of experience building and maintaining high-traffic, revenue-critical frontend applications. Specialized in React, TypeScript, and modern CSS, with a strong track record of stabilizing long-lived systems through testing, observability, and performance optimization. Trusted contributor in fast-paced environments, known for reliable delivery, mentoring engineers, and supporting consistent production releases.

Work Experience

Senior Software Engineer II SHUTTERFLY

March 2025 – January 2026

- Built and enhanced customer-facing features using React hooks and advanced state management, improving performance and usability at enterprise scale.
- 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 SHUTTERFLY

October 2019 – March 2025

- Built and maintained core, high-traffic, revenue-critical web experiences using React and TypeScript.
- Partnered with Product to lead three phases of PIP personalization, translating product strategy into scalable frontend architecture using modern CSS standards.
- Contributed to and extended a Node.js-based server-side rendering layer supporting frontend rendering and application needs.
- Implemented dynamic, CMS-managed content delivery workflows using Bloomreach brXM.
- 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.

Front End Web Developer MERITAGE HOMES

April 2018 – October 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.

Front End Web Developer

July 2015 – April 2018

TALLWAVE/ETHOLOGY

- Built Angular-based single-page applications (SPAs) in partnership with cross-functional design teams to deliver high-quality client solutions.
- Worked with Design team to build Drupal and WordPress websites
- Served as lead developer for client-facing SPAs, guiding frontend architecture and execution while resolving complex UI and state-management issues.

Education

Bachelor of Arts in Communications

Rutgers University

Additional Skills

Core Frontend: React, TypeScript, JavaScript (ES6+), Angular, HTML5, CSS

State Management & Architecture: Redux, React Context

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

Observability & Performance: Splunk, NRD, Web Performance Optimization

Delivery & Methodology: Agile/Scrum

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