

Ira Siegel

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Summary

Detail-oriented web designer/developer with over ten years of experience. I have a strong work ethic, am passionate about web standards, and am familiar with the complete web site life cycle—from planning to site launch.

Skills

Languages: HTML5, CSS3, JavaScript, jQuery, PHP, SQL, ASP, ActionScript

Software: Adobe Creative Suite, Microsoft Office Suite

Databases: MySQL, SQL Server, Access, Oracle

Web/Application Servers: Apache, IIS, Maven

Platforms: Windows, Mac, Linux

CMSES: ExpressionEngine, WordPress, Joomla, Drupal, MojoMotor

Source Control: Subversion, Git, ClearCase, Team Foundation Server, SourceSafe

Miscellaneous: Responsive design, phpMyAdmin, Google Analytics, NetTracker, Visual Studio, Navicat, LESS, Sass, DRY principles, Agile software development, Jira

Professional Experience

CONSTANT CONTACT, Waltham, MA

11/05 - Present

Template/Theme/UX Developer

- Develop product prototypes for usability studies that enhanced new product introduction and improved customer experience and adoption
- 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 and Event Marketing products that increased template selection from 40 to over 400, improving overall customer satisfaction
- Publish updated and new Email Marketing templates and Event Marketing themes to QA environments and production
- Develop auto-generated system letters for business partner and customer-facing 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
- Built and championed the UX pattern library in use across company

CIGNA HEALTHCARE (formerly STAR HRG), Phoenix, AZ

8/05 - 10/05

Web Designer

- Redesigned starhrg.com, the premier provider of limited-benefit medical plans for non-benefited hourly employees in the U.S.; the site was built with CSS/XHTML and was launched January 2006
- Optimized graphics and created XHTML plan charts for use in company's Plumtree portals
- Created re-usable JavaScript validation code for use on present starhrg.com marketing site forms (i.e., fundamentalcare.com, starbridgechoices.com, starhrg.com, and starbridgechoices.com)

ENSIM/TELEGEA, Waltham, MA

3/00 - 7/05

Web Designer

- 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 web site
- Provided ongoing design, development and content updates to corporate web site
- 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 HTML e-mail newsletters and trade show HTML e-mail invitations
- Prepared and distributed weekly NetTracker web statistics reports

ISLAND DEF JAM MUSIC GROUP, New York, NY

3/99 - 8/99

Rock Promotion Assistant

- 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 air play 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 JDEdwards mainframe financial system

POLYGRAM GROUP DISTRIBUTION, New York, NY

5/97 - 2/99

National Advertising Coordinator

- 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., New York, NY

11/94 - 5/97

Accounts Payable Clerk

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

Education

Client/Server Programming and Web Development, 2000
Clark University, Framingham, MA

B.A., Communications, 1993
Rutgers University, New Brunswick, NJ

Professional Associations

National Association of Photoshop Professionals Member
 Attended '08, '09, and '10 An Event Apart Boston conferences
 Attended '09 Photoshop World Boston
 Attended '09 SimpleBits (Dan Cederholm, Ethan Marcotte) Handcrafted CSS Workshop

Awards

2007 Constant Contact *StepUp!* Employee Award
 2011 Constant Contact Innovation Day Finalist

References available upon request