Savannah Israel

Eugene, OR | (541) 603-6379 | contact@savannahisrael.com | Linkedin.com/in/savannah-israel | [Designer Portfolio](#)

Full Stack Web Developer

Professional engineer with experience in developing high-performing e-commerce websites and digital experiences. Expertise in designing and implementing innovative web solutions while leveraging cutting-edge technologies to create responsive web design and visually appealing optimal user interfaces. Collaborated with cross-functional teams to deliver high-quality products that meet business objectives. Proficient in all stages of software product design, from requirements gathering to deployment.

Core Competencies

Software Development Lifecycle (SLDC) | Front & Back-End Technologies | Programming Languages | WordPress Development
UI/UX Design | A/B Testing | Performance Optimization | Project Management | User Experience & Interaction | Code Review & Debugging | API Integration | Framework Design & Prototyping | Agile & Scrum Methodologies | Technical Troubleshooting
DevOps & CI/CD Pipelines | Cross-Functional Collaborations | Digital Marketing & Brand Strategy

Technical Skills

Frontend Development: JavaScript, HTML5, CSS3, SCSS, SASS, GSAP, GSAP3, Bootstrap, React, React.js, TypeScript, Redux
Backend Development: Node.js, REST API, JSON, XML, GraphQL, PHP | **Databases:** MongoDB, MySQL | **Deployment:** Heroku
Build Tools and Frameworks: Webpack | **Content Management Systems (CMS):** WordPress, Elementor, Gutenberg
Email Development: HTML Email Templates, Handlebars | **Version Control and Collaboration:** Git, Github, Jira, Slack, Hubspot
Market Analytics: SEO, Google Analytics | **Accessibility and Compliance:** Section 508, WCAG Compliance | **Other:** HubL
Design Tools: Adobe Photoshop, Adobe Illustrator, Adobe XD, Canva | **E-Commerce Platforms:** BigCommerce

RELEVANT EXPERIENCE

Mountain Rose Herbs

Lead Frontend Web Developer | May 2021 – Present | Eugene, OR

- Revamped and modernized an award-winning e-commerce website, encompassing 20+ interactive web pages and 100+ UX/UI elements by utilizing JavaScript, HTML, CSS, and modern technologies, that:
  - Improved user experience and brand alignment
  - Augmented website traffic by 9.3M annual visits
- Developed and maintained web presence by designing and building three new websites, customizing web applications based on business needs, and optimizing e-commerce SEO through strategic redesign of product category templates.
- Enhanced customer satisfaction and improved website performance by redesigning the legacy codebase.
- Maximized website speed by architecting a component design system and applying performance optimization techniques.
- Crafted engaging interactive content for marketing initiatives by leveraging the latest technologies and industry trends in alignment with brand goals.
- Ensured successful marketing campaigns by developing and implementing technical solutions in collaboration with marketing, creative teams, and executives including the CEO and CBO.
- Engineered over four additional brand websites by utilizing tools like Elementor and Slider Revolution within the Gutenberg theme.
- Redesigned templates for an existing blog website and facilitated 50+ HTML email campaigns, landing pages, forms, and workflows in HubSpot, that:
  - Increased average audience size per post to 4k views.

Freelancer

Web Developer & Software Designer | Sep 2019 - May 2021 | Eugene, OR

- Attained an 80% surge in online viewership by formulating and executing digital marketing strategies for multiple small and medium-sized businesses (SMBs).
- Managed and improved websites for various local businesses, including design, code optimization, and accessibility features implementation, harnessing web technologies.
- Managed social media and content creation services for multiple startups which elevated online presence and audience engagement.

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ADDITIONAL EXPERIENCE

State of Oregon
Principle Executive Manager A - Assistant Site Manager | Oct 2016 – Apr 2018 | Portland, OR

- Directed executive-level activities of a state-operated behavioral group home, supervising 30+ direct care providers, managing program implementation and compliance, and overseeing facility operations and budgetary measures.

The University of Georgia
Personal Care Assistant | Jun 2014 - May 2016 | Athens, GA

- Provided full assistance with Activities of Daily Living (ADLs) and served as a liaison between university stakeholders and students with severe physical impairments due to Spinal Muscular Atrophy.

AWARDS

Championed **Gold Stevie Award** for Marketing Campaign of the Year (Retail), website design, store branding, and user experience. Achieved a 10% boost in revenue by designing a new e-commerce website with cutting-edge features.

PROJECTS

Mountain Rose Herbs: Revamped Mountain Rose Herbs' website design and functionality to meet the demands of their growing customer base and industry stature, attracting over 9.3M annual visitors.

Free Herbalism Project: Built a user-friendly website for Mountain Rose Herbs, integrating a new digital content library for easy access to educational resources. Users can now search, save, and share content, enhancing accessibility to herbal education.

Sourcery: Developed a user-centric web application aimed at empowering bootcamp students to excel in their studies and career pursuits.

Cleveland Creek: Revitalized the digital presence of a Colorado-based luxury custom furniture and home decor business through a WordPress project and web technologies, emphasizing quality and family charm.

EDUCATION & CERTIFICATIONS

Full Stack Web Development Bootcamp – University of Denver | Denver, CO | 2019

Bachelor of Science (BS) in Health Sciences – Gwinnett Technical College | Lawrenceville, GA | 2015

Certifications: Custom WordPress Theme Development, Udemy, 2023 | UX Design, Udemy, 2020
Collaborative Problem Solving, State of Oregon, 2017

LANGUAGES

English (Fluent) | **Spanish** (Basic)