

Savannah Israel

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

Full Stack Web Developer

Accomplished Full Stack Web Developer with over 6 years of experience in building high performance e-commerce websites and user-focused digital experiences. Proficient in React, TypeScript, JavaScript, CSS, HTML, Node.js, and GraphQL, with a strong background in API integrations, SEO, and CMS platforms. Skilled in delivering innovative, scalable web solutions that optimize engagement and drive growth for both B2B and DTC markets. Passionate about creating engaging, impactful user experiences aligned with business and conversion goals. Expert in BigCommerce development including modern design for Stencil widgets, themes, and templates in addition to headless Catalyst implementation.

Core Competencies

Software Development Lifecycle (SLDC) | E-commerce Development | Conversion Led Design & Development | 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):** BigCommerce, Strapi, Hubspot, VWO, WordPress, Elementor, Gutenberg, Salesforce
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, Mobile First Development, Responsive Web Design | **Other:** HubL
Design Tools: Adobe Photoshop, Adobe Illustrator, Adobe XD, Canva | **E-Commerce Platforms:** BigCommerce, Salesforce Commerce Cloud, WooCommerce

RELEVANT EXPERIENCE

ACI Learning

Marketing Web Developer | Jan 2025 – Present | Remote

Led front-end development and system integration for ACI's modern ecommerce platform built on BigCommerce + Catalyst, supporting complex B2B and multi-audience customer journeys.

- Built and maintained a headless BigCommerce storefront (Catalyst + Next.js) with a focus on performance, scalability, and conversion optimization.
- Developed responsive, accessible UI components aligned with marketing campaigns and customer experience goals.
- Implemented custom ecommerce functionality including dynamic add-to-cart links, promo code automation, and campaign-driven UI interactions.
- Designed and built a custom Salesforce–BigCommerce middleware layer, enabling real-time data synchronization across Salesforce, NetSuite, LMS platforms, and ecommerce.
- Created custom routing and checkout flows to support complex purchase rules, subscriptions, amendments, and B2B customer segmentation
- Partnered closely with marketing and RevOps to translate CRO strategies into front-end implementations, supporting experimentation and campaign performance.
- Built multi-audience storefront architecture, including B2B and DTC experiences within a codebase.
- Integrated tools such as Algolia, GA4, VWO, Stripe, Avalara, and custom APIs to support search, analytics, payments, and tax workflows.
- Supported performance optimization efforts, improving load times, UX consistency, and cross-browser stability.

Key Achievements:

- Delivered a scalable commerce foundation connecting multiple enterprise systems.
- Enabled marketing-driven ecommerce features that improved campaign execution and engagement.
- Built a robust middleware system that became the backbone of ecommerce operations.

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Mountain Rose Herbs

Lead Frontend Web Developer | May 2021 – January 2025 | Eugene, OR

- Spearheaded the development of responsive, data-driven e-commerce solutions for both B2B and DTC markets, enhancing user engagement and driving a 24% increase in B2B orders through a streamlined Wholesale Customer Hub.
- Implemented SEO-focused redesigns for category and product pages, boosting website traffic by 19.37% and achieving a 4.8% annual revenue increase.
- Engineered backend integrations for product catalogs, payment processing, and CRM systems to create seamless user experiences, contributing to a 13.6% rise in customer retention.
- Optimized site performance by modernizing legacy code and introducing robust testing processes, resulting in faster load times and improved functionality.
- Designed a dynamic marketing campaign interface, increasing conversion rates by 9.48% and enabling the donation of over 35 million at-risk seeds.
- Introduced interactive, gamified purchasing features aligned with mission-driven branding, achieving a 5.17% increase in average order value (AOV). Collaborated cross-functionally to integrate learning and development content into the ecommerce platform, enhancing user engagement and supporting purpose-driven organizational goals.

Freelance

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

- Designed and developed custom websites for SMBs, improving user engagement by implementing SEO strategies and mobile-first designs.
- Integrated e-commerce platforms and APIs, streamlining checkout processes and enhancing security.
- Leveraged Google Analytics to optimize websites, increasing client conversion rates by 15%.

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.

EDUCATION & CERTIFICATIONS

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

LANGUAGES

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