

Isaac Hirsch

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Work Experience

Right Image LLC - Owner (2022-Present)

Created and optimized front-end marketing websites focused on performance-driven design. Applied user behavior data to iterate quickly and enhance UX across verticals.

Tris - Software Engineer, UI/UX Designer (2021-Current)

Developed scalable adtech platform UIs handling billions of monthly events. Consolidated reporting tools and designed interactive dashboards with React and modern CSS.

Monetize Lab - Software Engineer, UI/UX Designer (2021)

Led front-end development for high-revenue React pages. Built publisher dashboards and trained teams on data integration tools to improve user insights and conversion paths.

MishMish PlaySchool - Owner (2014-2021)

Introduced process automation and designed internal tools for team onboarding and tracking. Applied technical leadership in a non-technical environment to improve performance.

Projects

- Rugby Sites & Tools - Survey forms, donation platforms, and event sites.
- QRewards App - QR-based loyalty system with real-time updates.
- Hired App - Job-matching app with intuitive Swift UI.

Skills

Languages: JavaScript, React, Swift, Python, HTML/CSS, SQL, C/C++

Tools: Git, Firebase, AWS, Docker, CI/CD, REST APIs, Postman

Education

Santa Barbara City College - Certificate in International Business (GPA: 3.7)

Courses in finance, logistics, economics, and international law & marketing