

Zena Hirsch

Full-Stack Web Developer

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ABOUT

Full-stack web developer with 13+ years building software at Vimeo. I pair deep engineering experience with modern AI tools to build and iterate quickly while keeping code clean and well-tested. I communicate clearly with non-technical clients and care deeply about how things actually work for real users. Now offering freelance services to small businesses and growing teams.

WHAT I BUILD

- Custom websites for small businesses — designed, built, and easy for you to maintain
- Online stores and Shopify storefronts — including custom features and integrations
- Web applications and internal tools — calculators, dashboards, booking systems, and more
- AI-powered features and integrations — chatbots, smart search, content generation, and similar

SELECTED HIGHLIGHTS

- **Made a key feature 10× faster** — cut response time by over 90% on a heavily-used part of Vimeo, eliminating the timeouts that had been frustrating users.
- **Shipped many features used by enterprise customers** — including the Featured Folders home widget, a Lists/Starred system, an AI usage dashboard, and bulk video privacy controls.
- **Redesigned content storage to handle scale** — load times for large libraries dropped from 800ms to under 100ms, improving the experience for anyone browsing big collections of videos.
- **Built and iterated quickly with AI** — used AI tools to speed up prototyping, debugging, and shipping without compromising on tests or quality.

EXPERIENCE

Vimeo

Nov 2012 – Apr 2026

Senior Software Engineer (2023–2026) · Software Engineer II (2021–2023) · Senior Applications Developer (2017–2021) · Senior Manager, Technical Support (2015–2017) · Manager, Technical Support (2012–2015)

Grew from customer support to senior engineering on Vimeo's enterprise web product. Built backend services, internal tools, and customer-facing features for hundreds of paying teams.

TECHNICAL SKILLS

Languages & Frameworks JavaScript, TypeScript, PHP, Python, SQL; React, Next.js, Node.js

AI Tools Claude Code, Claude, ChatGPT; Anthropic and OpenAI APIs (for product integrations)

With AI in my daily workflow, I can pick up and work with any framework, tool, or platform with ease.

Practices Responsive design, performance optimization, automated testing, accessibility

EDUCATION

B.A., Communication Arts — University of Wisconsin–Madison

2010