

# Joe Plant

*Aspiring Web Developer*

Function-led web designer with a focus on aligning business goals with thoughtful, user-centred design. I blend functionality and branding to drive key actions, whilst building clear, consistent recognition for products and services. With hands-on experience in Shopify theme development and full-stack tools like Next.js and Sanity, I create digital experiences that are as purposeful as they are polished.

## Projects

### Custom Shopify Theme – E-commerce Brand

Technologies: Shopify (Liquid), HTML, CSS, JavaScript

- Designed and built a full custom Shopify theme for a small bag & luggage brand
- Replaced third-party apps with custom-built Liquid components, reducing subscription costs
- Improved performance and UX with customized product pages and optimized layouts

### Shopify Store Enhancements – Self-Run Business

Technologies: Shopify, Liquid, HTML, CSS

- Customized Shopify storefronts to increase average order value and conversions
- Developed custom Liquid snippets to add bespoke features without third-party dependencies
- Applied CRO best practices to improve UX and sales performance

### Portfolio Site for Graphic Designer (In Progress)

Technologies: Next.js, Sanity CMS

- Building a fast, visually dynamic portfolio site for a graphic designer
- Completed official Next.js dashboard course to upskill in React-based development
- Integrating headless CMS (Sanity) for scalable and client-editable content

## Education & Certifications

### CS50: Introduction to Computer Science – HarvardX

Completed Jan 2023

- Covered algorithms, data structures, C, Python, web development, and problem-solving fundamentals

### Next.js Dashboard App Course – Vercel / Next.js

Completed 2025

- Built a modern dashboard UI using Next.js App Router, Tailwind, and authentication flow



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## Skills

**Languages & Markup:** HTML, CSS, JavaScript, Liquid, SQL, TypeScript, GROQ

**Frameworks & Libraries:** Next.js, React, Tailwind CSS

**Backend & CMS:** Sanity, Shopify

**Tools & Platforms:** Git, GitHub, Shopify Admin, VS Code, Figma

**Core Concepts:** E-commerce optimisation (AOV, conversion), SEO fundamentals, responsive design, performance tuning

## Experience

### Freelance Web Developer / E-commerce Consultant

Jan 2022 – Present

- Delivered tailored Shopify solutions for small business clients
- Provided e-commerce consulting with focus on cost efficiency and UX
- Managed full development lifecycle from concept to deployment