

ABBIR ALI

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PROFESSIONAL SUMMARY

Shopify Plus Developer with over three years of experience in custom theme development, app integrations, and checkout extensibility using Liquid, Shopify CLI, and GraphQL APIs. Skilled in building scalable e-commerce platforms with a focus on UX/UI optimization, SEO, and CRO. Proficient in React and Tailwind CSS for responsive, brand-aligned storefronts. Adept in Agile workflows, driving business growth through innovative solutions.

EXPERIENCE

Shopify Plus Developer

April 2024 - Present

TOV Furniture - US-Based Company

Islamabad

- Developed custom Shopify Plus themes using Liquid and Shopify CLI, increasing customer engagement through enhanced UX/UI.
- Implemented checkout extensions with App Blocks and Shopify Functions, improving conversion rates.
- Expertise in product management to recommend solutions that streamlined operations and reduced overhead for large-scale enterprises.
- Optimized Liquid code and leveraged lazy loading, decreasing page load times and boosting SEO rankings.
- Collaborated with marketing to implement personalized recommendations via APIs, increasing average order value.

Frontend Web Developer

May 2023 - March 2024

Nine Solutions

Islamabad

- Built responsive storefronts using React and Tailwind CSS, improving mobile conversion rates.
- Integrated third-party apps to enhance functionality, increasing user retention.
- Contributed to Agile sprints, delivering 10+ e-commerce projects with 95% on-time completion.

Frontend Web Development Intern

Sep 2022 - Nov 2022

Moboride Software House

Mirpur, AJK

- Developed modern landing pages using React and contemporary technologies, improving click-through rates by 10% through optimized UX.
- Collaborated with the development team on various projects, adhering to all protocols and contributing to responsive, scalable web solutions.
- Clean, optimized code to improve overall performance.

SKILLS

Technical Skills

Shopify: Liquid, Shopify CLI, Shopify Functions, App Blocks

APIs: Storefront, Admin, GraphQL, AJAX

Frontend: HTML5, CSS3, JavaScript (ES6+), React, Tailwind CSS

E-commerce: Shopify Plus, SEO, CRO, UX/UI

Tools: Git, Jira, Figma, GTM, VS Code

EDUCATION

B.S. Software Engineering

2019 - 2023

Mirpur University of Science and Technology