

### Summary:

Shopify Developer & Engineer with extensive experience in creating custom Shopify themes and apps. Focused on crafting and delivering timely solutions that meet client business needs. Strong commitment to continuous learning and embracing new challenges which has led to decisive progress in the dynamic and competitive field of Shopify development. Currently seeking to leverage my expertise in a remote role within the US tech industry.

### Technical Skills:

- **Languages, Frameworks & Tools:** Liquid, HTML, CSS, Tailwind, SASS, JavaScript, React, Remix, Node.js, GraphQL, MongoDB, Prisma.
- **Shopify Tools:** Shopify Theme APIs (Cart, Sections, Product Recommendations), Shopify App APIs (Admin GraphQL API), Shopify CLI, Shopify CI pipeline creation, Polaris, Appbridge.
- **Other Tools:** Git, Bash, Github, Microsoft Azure Devops, Figma, GIMP, Canva, ChatGPT Plus, Google Analytics (GA4), Google Workspaces.

## PROFESSIONAL EXPERIENCE

### *Shopify Developer / Havaianas / Remote / September 2022 – Present*

#### Key responsibilities:

Responsible for the architectural design, development, and optimization of Shopify stores and applications. My role encompasses both front-end and back-end development, performance optimization, and the strategic transition from third-party to in-house solutions. Additionally, I serve as an internal thought leader on Shopify best practices, aimed at driving business growth and operational efficiency.

#### Main achievements:

- **Engineered a Global Unified Theme:** Collaborated in a team of two devs to create a global, unified Shopify theme for all 20 Havaianas Shopify stores, which generate almost U\$5 million in yearly revenue. Main features include a responsive 3-layer Mega Menu, AJAX Cart Drawer and Cart page, Collection Page Layout, Product Page (including logic for showing variant swatch when each variant is a product), custom checkouts (checkout.liquid), Product Card component, and Product Carousel section. Created solution which removes need for 3rd party collection page app, whilst maintaining all necessary backend and frontend functionality.
  - Overall site performance, as measured by Lighthouse, increased 126% on mobile (which accounts for 60%-80% of site traffic) and 27% on desktop relative to the previous theme being used.
  - Replacing the collection page app with an in-house solution gives 23% faster page load, and +U\$25,000 in savings per year
- **Built Shopify App:** Designed, architected, built and deployed a Shopify app using a Remix, GraphQL, MongoDB and Prisma stack to sync Havaianas' Shopify stores with Yapoli, the company's Digital Asset Management (DAM) platform. Architected and coded the syncing, product-selection, product filtering and pagination logic, setting, getting and displaying sync-status to end users, allowing users to abort syncs. Built with a highly user-centric UX.
- **Led Agency to In-House migration:** Successfully transitioned the 8 LATAM Shopify stores (which together generate over U\$1.3 million in yearly revenue) from an agency to in-house, resulting in significant cost reduction and recognized improvement in service efficiency.
- **Created and Delivered a Company-Wide Presentation on Shopify Development:** Selected to conduct the inaugural presentation on "Shopify for Developers" to the entire company, reflecting recognition for excellence in building the new Havaianas global theme.

- **Developed Client-Specific Features:** Created custom pop-ups, cart features, product page features, checkout features, and app integrations across diverse regional sites.

*Shopify Developer | Buda Digital | Remote | March 2022 – August 2022*

### Key responsibilities:

Tasked with custom Shopify development and client engagement, my role encompassed the design and implementation of e-commerce features, template customization, and stakeholder communication to ensure alignment with business objectives.

### Main achievements:

- **Rapid Entrustment:** Initially hired for minor fixes, quickly gained the trust of Havaianas' main developer, leading to more significant responsibilities, including projects for Havaianas and Queijos Ipanema.
- **Quality and Speed:** Delivered high-quality work with efficiency and professionalism, enhancing the Havaianas website with custom swatch logic and a variant-triggered product carousel.
- **Custom Development:** Developed multiple highly-customised templates and sections for Queijos Ipanema, showcasing my adaptability and attention to detail.
- **Client Interaction:** Maintained direct contact with over 5+ big-ticket clients, ensuring clear communication and alignment with their specific needs and expectations.

## ENTREPRENEURIAL EXPERIENCE

**Co-Founder & Director | Union Neil Home Care | São Paulo, Brazil | February 2022 – Present**

- Launched a successful premium home care company, demonstrating entrepreneurship, adaptability, and leadership.
- Utilised skills in project management and problem-solving to achieve significant growth in a competitive market.

**Farm Owner | São Rafael Farm | São Paulo State, Brazil | December 2020 – April 2023**

- Established and operated a productive farm business.

## PRIOR PROFESSIONAL EXPERIENCE

**Directorship & Technical Roles | Various Organisations | London, UK & Buenos Aires, Argentina | 2013 - 2020**

- Managed programmatic advertising operations and strategy for blue-chip companies in the United Kingdom, Brazil and Argentina, handling over U\$S 2.5million of yearly spend.
- Opened Dentsu's Trading Desk, Amnet, in Argentina and turned it into a market reference.
- Directed programmatic ad ops for the LATAM region, leading a team of over 10 traders.

## FORMAL EDUCATION & CERTIFICATIONS

- **Education:** BA Business Economics, University of Exeter, First Class Honours (2009-2012)
- **Certifications:**
  - Foundational C# with Microsoft (November 2023)
  - Freemote Shopify Developer Certification (May 2023)

**Languages:** English (Native), Spanish (Native), Portuguese (Native)