KALIESWARAN

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SUMMARY

Detail-oriented and results-driven **Shopify Developer** with strong proficiency in front-end technologies and custom Shopify theme development. Skilled in Liquid programming, responsive design, SEO optimization, and performance tuning. Proven experience building and maintaining scalable eCommerce platforms using HTML, CSS, JavaScript, Shopify, and third-party app integrations. Highly capable of enhancing the customer journey and conversion rates through clean, optimized code and UX/UI improvements.

TECHNICAL SKILLS

- Shopify & Liquid Code
- HTML5, CSS3
- JavaScript, Bootstrap
- wordpress
- Git & GitHub
- SEO / & Page Speed
- React (Basic)
- Wix
- API Integration (RESTful)
- Debugging
- E-commerce
- tailwind

PROJECT

E-commerce Website
- Developed and optimized eCommerce websites for **theSaltearth** and Deniva, focusing on responsiveness, SEO, and performance. Integrated custom Shopify code to streamline order placement and enhance user experience.

Landing Pages
- Developed a landing page for Deniva using HTML, CSS, and JavaScript, ensuring a responsive and user-friendly design.
- Built the **Akaon** NFT Project with a clean UI, leveraging HTML, CSS, and JavaScript for seamless interaction and responsiveness.

EXPERIENCE

Srinivasa Textile (Saltearth & Deniva) | Shopify & Frontend Developer (Nov 2023– Jan 2025)
- Customized Shopify themes for Deniva and Saltearth to match brand identity and business goals
- Optimized storefront speed and performance, resulting in improved user experience and SEO rankings.
- Integrated third-party Shopify apps to streamline the purchase journey and customer engagement.
- Integrated and customized Shopify metafields and metafield keys to enhance product data structures, streamline the purchase journey, and improve customer engagement with third-party apps.
- Implemented mobile-first responsive designs and developed landing pages with HTML, CSS, and JavaScript.Debugged cross-browser issues and enhanced UX across all devices.

Shubham Construction | AutoCAD Engineering Intern (Nov 2021– Mar 2022)
- Developed and reviewed 2D and 3D architectural plans using AutoCAD, ensuring accuracy and compliance with project requirements.

EDUCATION

Full Stack Development Course | Qspider Training Institute (Nov 2022– May 2023)
- Completed a Full Stack Development course, gaining expertise in HTML, CSS, JavaScript, Java and SQL.

Bachelor of Engineering (B.E.) | Kamaraj College of Engineering and Technology | Civil (2017– 2021)

Revit & AutoCAD 2D Planning Course (june 2021– sep 2022)
- Developed expertise in architectural drafting,
- 2D planning, and structural design.