Jesus David Pinzon Gonzalez

Senior Shopify Developer

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Profile

Results-driven Shopify developer with over 6 years of experience in building and customizing e-commerce solutions, specializing in Liquid, JavaScript, and responsive design to enhance user experience.

Proven track record of increasing online sales by 30% through effective theme customization and app development, collaborating closely with marketing teams to optimize site performance.

Certified Shopify Expert with a strong portfolio showcasing successful projects, committed to staying updated on e-commerce trends and best practices.

Professional Experience

Front End Developer, *Upwork*   01/2016 – 04/2018
- Total hours: 624 hours
- Total budget: 40k
- Job Success: 96%

Junior Shopify Developer, *True Classic* ⧉   08/2017 – 04/2018
- Maintain Sites   Los Angeles,
- Bug fixing   United State
- Troubleshooting issues
- Creating Custom Functions

Junior Shopify Developer, *Sticky Digital*   06/2018 – 02/2019
- Manage multiple projects for different brands   Arlington, Virginia,
- Technical support, solution finding, brainstorming   United State
- AB test
- Google Analytics
- Creating Custom Functions

Shopify Developer, E*ndrock* G*rowt*h & A*nalytics* · F*ull-ti*m*e*   08/2020 – 03/2022
- Build and maintain over 10 shopify and shopify plus stores   Chicago, United State
from scratch. Shopify app integration at more than 15 stores.
- AB test
- Google Tag Manager
- Customize and build themes
- Maintain Sites

Senior Shopify Developer, *Power Digital Marketing*   07/2022 – 07/2024
- Develop and maintain custom Shopify themes using Liquid, CSS, JavaScript, and   Bogotá, Capital District,
  HTML to ensure an optimal and consistent user experience across all platforms.   Colombia
- Create and customize Shopify apps using React and TypeScript to extend the
  functionality of clients' stores and improve operational efficiency.
- Implement A/B testing methodologies to analyze feature effectiveness in
  increasing sales.
- Utilize tools such as Google Analytics, Google Tag Manager (GTM), VWO,
  Intelligems, etc., to gather and analyze data for informed decision-making.

- Conduct quality testing and debugging to ensure that Shopify websites are functional, compatible with multiple browsers and devices, and meet client requirements.
- mplement best practices for SEO, performance, and web accessibility to ensure that Shopify websites meet industry standards and are highly visible in search engines.

Skills

HTML — Expert

CSS — Expert

Javascript — Expert

Jquery — Proficient

Tailwind.css — Proficient

React.js — Proficient

Node.js — Proficient

Liquid — Expert

App integration — Expert

A/B testing — Proficient

Google Tag Manager — Proficient

API — Proficient

Education

Professional technician in software development and computer networks,
National University Of Singapore

01/2013 – 12/2016
Singapore, Singapore

Projects

Aloyoga ⤢

04/2018 – 02/2020

- Maintain Site
- Create color swatch function on collection, product page using section rendering API
- Bug Fixing
- Create Landing Page
- Create AB tests
- Troubleshooting
- Create Custom Functions
- App Implementation / Customization

True Classic ⤢

04/2017 – 02/2018

- Theme customization from scratch.
- Bug fixing
- Shopify app integration.
- Section Rendering API

True Classic provides many color/size/garment options and surpasses Shopify's limits. To handle this, merchants create separate products for each option and link to each other with swatches. The limitation is that browsing variant options requires a full page load. The Section Rendering API allows seamless swapping of dynamic variant info while cutting the payload by over 97%, enhancing customer experience.

Kingsloot ⤢

02/2023 – 02/2024

- Theme customization from scratch.
- Bug fixing
- A/B testing
- Google Tag Manager
- Creating Custom Functions
- Create landing pages using replo app