Hello
I'm James Ybarra

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Professional summary

Creative and detail-oriented **Frontend & Shopify Developer** with 5+ years of experience building engaging, responsive, and high-converting eCommerce stores and web applications. Strong expertise in **HTML, CSS, JavaScript, React, Liquid, and Tailwind CSS**, combined with deep knowledge of the Shopify ecosystem and theme customization. Adept at collaborating with design and backend teams to deliver seamless user experiences and scalable storefronts. Native Spanish speaker with full professional English proficiency, experienced in remote international teams.

Skills

Frontend: HTML5, CSS3, JavaScript (ES6+), TypeScript, React.js, Vue.js, Tailwind CSS, Bootstrap

Shopify: Liquid, Shopify CLI, ThemeKit, Storefront API, Checkout Customization

Tools: Git, Figma, Webpack, VS Code, Postman, Trello, Slack

Performance & SEO: Core Web Vitals, Google PageSpeed, Structured Data

CMS/E-Commerce: Shopify, WordPress (basic)

Education

Bachelor's Degree in Web Development & Multimedia

Experience

Shopify Frontend Developer (Freelance)

- Built and customized 30+ Shopify stores for clients in fashion, ealth, and tech industries.
- Developed responsive Shopify themes using Liquid, HTML/CSS, and JavaScript.
- Integrated third-party apps (Klaviyo, Yotpo, ReCharge) and created custom Shopify sections for product pages and landing pages.
- Improved site performance and SEO, boosting conversion rates by up to 40% for clients.

Frontend Developer

- Designed and maintained responsive web interfaces using React.js, HTML5, CSS3, and JavaScript to deliver smooth and engaging user experiences.
- Worked closely with designers to transform UI/UX wireframes into functional components, ensuring design consistency and usability.
- Improved application performance by optimizing assets, reducing render times, and implementing efficient state management techniques (e.g., Redux, Context API).
- Ensured cross-browser compatibility and mobile responsiveness across various devices and screen sizes.
- Collaborated with backend dev

Frontend Developer

- Built pixel-perfect UIs from Figma designs using React.js, Vue.js, and Tailwind CSS.

- Delivered responsive websites and marketing pages for brands including local banks and fashion retailers.

- Collaborated with backend developers and project managers to meet client deadlines and expectations.