

TONY GRUENWALD

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Summary

Experienced Software Engineer with 8+ years of delivering high-performance, scalable e-commerce, and web applications. Deep expertise in Shopify Hydrogen, Vue.js, React, Next.js, and API integrations, with a strong focus on headless commerce, microservices, and backend API architecture. Proven track record of building robust systems for dynamic product management, performance optimization, and seamless user experiences. Adept at collaborating with cross-functional teams, solving complex technical challenges, and driving continuous improvement.

Skills

- Shopify Hydrogen
- Vue.js
- React
- Next.js
- JavaScript
- API Integrations
- Headless Commerce
- Microservices
- NetSuite APIs
- PHP
- MySQL
- GraphQL
- REST
- CI/CD
- AWS Lambda
- Docker
- Figma
- Vercel
- Performance Optimization
- Mobile-First Design
- UI/UX
- AI Implementation
- Git
- GitHub
- React.js development
- API integration
- GraphQL optimization
- E-commerce solutions
- Version control
- Continuous integration
- UI/UX collaboration
- Project management
- Best practices
- Web application development
- Microservices deployment
- Problem-solving mindset

Experience

Sr. Software Engineer | S&S Activewear | 04/2022 - Current

- Architected and implemented a Shopify Hydrogen 2 storefront, integrating NetSuite APIs and microservices for efficient product data management.
- Developed and optimized React.js components for Shopify Headless PDPs, improving site interactivity and performance.
- Refined API request handling for large-scale catalogs, leveraging GraphQL and REST APIs for data efficiency.
- Enhanced front-end and back-end performance through advanced caching, lazy loading, and server-side optimizations.
- Developed custom pricing logic using Hydrogen, metafields, and dynamic rule-based adjustments for bulk pricing.
- Led migration from Magento 2 to Shopify, ensuring full feature parity and a seamless transition.
- Utilized Git, GitHub Actions, and CI/CD pipelines for code management and deployment.
- Collaborated with UI/UX designers and backend engineers to deliver an improved e-commerce experience.

Contract Magento Web Developer | Watermelon Web Works - Portland, OR | 06/2021 - 04/2022

- Developed custom Magento 1 & 2 modules in PHP, XML, and JavaScript, extending platform functionality.

- Integrated third-party APIs and optimized backend workflows, streamlining product management.

Web Developer | INDIVO - Tampa, FL | 03/2018 - 04/2022

- Engineered and maintained Magento 2 e-commerce sites, optimizing UX and performance.
- Administered Nexcess server infrastructure, enhancing uptime and reliability.
- Developed custom e-commerce solutions using HTML, CSS, JavaScript, PHP, and MySQL.

Freelance Web Developer | RDC Design Group - Philadelphia, PA | 01/2016 - 03/2019

- Designed and optimized responsive websites, ensuring cross-browser compatibility.
- Implemented SEO strategies and performance optimizations, boosting website rankings.

Web Development Manager | The Go Agency - Tampa, FL | 12/2016 - 03/2018

- Managed website content, multimedia assets, and performance enhancements for clients.
- Implemented UI/UX best practices, improving accessibility and engagement.

Education

Madison Media Institute | Madison, WI

B.S.: Entertainment and Media Business

Websites, Portfolios, Profiles

- [linkedin.com/in/tony-gruenwald-6bb113159](https://www.linkedin.com/in/tony-gruenwald-6bb113159)
- tonygruenwald.dev

Certifications

Shopify Partner & App Developer