

# Ashley Villeneuve

## Lead Shopify Developer - Frontend Engineer

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Portfolio: ashleyvilleneuve.github.io

Frontend Engineer with 10+ years of experience in scalable, high-performance web applications. Expert in Shopify Plus development, React, TypeScript, performance optimization, and accessibility (WCAG). Proven track record building modular design systems, scalable theme architectures, and mentoring development teams.

## EXPERIENCE

### UN/Common Agency — Lead Shopify Developer

March 2025 – Present

- Architected a modular Shopify starter theme with Vite bundling, reusable @theme blocks, and feature scaffolding (`npm run add:[feature]`), cutting new build setup from weeks to days.
- Led migration to a token-driven Tailwind CSS system, mapping Figma tokens to semantic utilities and writing a migration guide, improving consistency and scalability across projects.
- Authored agency-wide coding standards (lazy-loading patterns, CLS prevention, accessibility-first defaults) and developer guides clarifying Horizon's new @theme vs section block model.
- Mentored junior developers, reviewed code, and elevated team workflows to align with best practices in performance, accessibility, and maintainability.
- Partnered with design and PMs to align technical decisions with client needs, ensuring scalable builds for Shopify Plus merchants.

### Shopify — Plus Frontend Development/Developer Support

December 2018 – March 2025

- Technical Ownership & Frontend Strategy: Key role in work estimates and prioritization with leads, aligning projects with strategic goals.
- Developed high-performance, reusable React components using TypeScript & Polaris.
- Implemented accessibility improvements (ARIA, screen reader testing, semantic HTML), ensuring WCAG compliance.
- Optimized web applications by improving rendering performance and asset caching, reducing load times.
- Managed feature rollouts in shared repositories using CI/CD pipelines.
- Collaborated with backend teams to refine API schemas and supporting documentation.
- Actively mentored junior developers and peers, promoting a culture of continuous learning.

### Shopify — Theme Support Specialist

February 2018 – December 2018

- Created Planify, a task scheduling app still in use by the Theme Support team.

- Contributed to Unify, an internal tool streamlining support escalations.

### **Shopify — Guru/Plus Specialist**

April 2017 – February 2018

### **Wearable Therapeutics — Web Developer (Practicum)**

September 2015 – November 2015

- Developed custom PHP tools integrating Shopify, Canada Post, and Salesforce APIs.
- Built a backend report collection interface for internal analytics.

### **Apple (via Minacs Aditya-Birla) — AppleCare Support Representative**

September 2005 – August 2008

- Maintained a First Call Resolution metric above 98%; promotion to Tier 2.

## **EDUCATION**

British Columbia Institute of Technology, Vancouver, BC — New Media Design and Web Development

University of Winnipeg, Winnipeg, MB — English and Women's Studies

## **SKILLS**

Frontend: React, Remix, TypeScript, JavaScript (ES6+), Next.js, Vue.js

UI/UX: Responsive Design, Accessibility (WCAG), Figma, Pixel-Perfect UI

Performance: Web Performance Optimization, Lazy Loading, Code Splitting

APIs & Data: REST API, GraphQL, Shopify Storefront API

Tools: Webpack, Vite, Babel, Node.js, NPM, CI/CD Workflows