

Brian Hoff

BrianLHoff@gmail.com

Shopify/Shopify Plus developer. Full-stack capabilities with an emphasis on custom theme and section building, Javascript, CSS, integrations, UI/UX, and e-commerce development.

EXPERIENCE

Backyard Discovery —Sr. Software Engineer / Sr. Shopify Developer

May 2024 - PRESENT

- Sole Web Developer for backyarddiscovery.com, backyarddiscovery.ca, backyarddiscovery.co.uk, and backyarddiscovery.com.au.
- Create and implement new website features, fix bugs, integrate third-party apps for all brands. Manage all development projects.

Graf Lantz —Shopify Web Developer

April 2021 - June 2024

- Sole Web Developer for four Shopify Plus stores: graflantz.com, wholesale.graflantz.com, feltory.com, glob.land.
- Manage integrations including: Klaviyo, Yotpo, Gorgias, Loop Returns.
- Installed additional payment methods such as AfterPay and Klarna..
- Created custom rewards program landing pages that integrated 3rd party SDK components.
- Manage metafields and metaobjects.
- Set up connections for dropshipping clients using 3rd party software such as Mirakl.
- Use Script Editor to create Ruby discount scripts.
- Upgraded store from Shopify 1.0 to Shopify 2.0.

EDUCATION

University of Kansas, Overland Park, KS

2019

Full Stack Web Development Bootcamp

Minnesota State University, Mankato, MN — B.Sc. Biology

2012

PROJECTS

Store for Humans

2020 - 2021

This was my personal Shopify store that sold custom-printed clothing and goods. Built custom Shopify theme, managed Shopify admin, and designed all graphics.

SKILLS

Liquid

Shopify Plus

Shopify APIs

Javascript

Custom
Headless Sites

Hydrogen/
Oxygen

Custom Shopify
Themes

HTML5 / CSS3

jQuery

SCSS

React

NextJS

Ruby Scripts

SEO

A/B Testing

Git

Illustrator

Photoshop