

# 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.

## 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

### **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.