



BRIAN HOFF

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SUMMARY

Shopify/Shopify Plus developer. Formerly a technical writer in the food industry. Full-stack capabilities with an emphasis on front-end, Javascript, UI/UX, and e-commerce.

EXPERIENCE

Graf Lantz

Web Developer

04/2021 – PRESENT

Sole Web Developer for four Shopify Plus stores: graf-lantz.com, wholesale.graf-lantz.com, feltory.com, glob.land. Create and implement new website features, fix bugs, integrate third-party apps (such as Klaviyo, Yotpo, Nosto, etc.) for all brands. Manage all development projects with Asana. Use Script Editor to create Ruby discount scripts. Built Feltory store from scratch.

Smithfield Foods

Specification Writer

2017 - 2020

Redesigned front-end of company-wide specification website including search page, display page, and PDF conversion.

EDUCATION

University of Kansas

Overland Park, KS

Full Stack Web Development Bootcamp

2019

Minnesota State University

Mankato, MN

B.Sc. Biology

2012

EXPERTISE

Javascript



HTML5 / CSS3



jQuery



SCSS



SQL



Ruby



Liquid / Shopify



Shopify Plus



Shopify APIs



Illustrator



Photoshop



Node

