



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

Wrote food quality and safety specifications. Redesigned front-end of company-wide specification website including search page, display page, and PDF conversion.

Quality Assurance Technician

2013 - 2017

Monitored food production quality and safety in a production environment.

EDUCATION

University of Kansas

Overland Park, KS

2019

Full Stack Web Development Bootcamp

Minnesota State University

Mankato, MN

2012

B.Sc. Biology

EXPERTISE

Javascript



HTML5 / CSS3



jQuery



SCSS



SQL



Ruby



Liquid / Shopify



Shopify Plus



Shopify APIs



Illustrator



Photoshop



Node

