MUHAMMAD HARIS NADEEM

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SUMMARY

Experienced Shopify Developer with 2+ years of hands-on experience building high-converting Shopify stores for global clients. Successfully created premium e-commerce sites across fashion, beauty, electronics, home goods, food, services, and dropshipping models. Skilled in developing premium stores using top themes (Impact, Prestige, Motion, Concept), building custom landing pages, dynamic product pages, and sections using HTML, CSS, and Liquid. Expertise in Shopify Markets, payment integrations, multi-language stores, third-party app integrations, marketing automation, and conversion tracking (GTM, Meta Pixel, TikTok, Snapchat). Proven ability to deliver Shopify stores that generate revenue and drive brand growth.

EDUCATION

Information Technology University   Lahore, Pakistan
Bachelor of Computer Science │ CGPA: 3.03 / 4.00 │ Graduated   *2021 – 2025*

TECHNICAL SKILLS

Shopify: Shopify Store Development, Shopify Theme Customization, Liquid, HTML/CSS, JavaScript
Tools: Shopify CLI, Git, GitHub, REST APIs, Shopify GraphQL API, Google Tag Manager (GTM), Hotjar
Integrations: Payment Gateways, Shopify Markets (Multi-language), Third-Party Apps, Email Marketing (Klaviyo, Omnisend), Facebook/Meta Pixel, TikTok Pixel, Snapchat Pixel
E-commerce Models: Dropshipping, Print-on-Demand (POD), DTC (Direct-to-Consumer)
Other Skills: SEO Optimization, Store Management, Dynamic Product Data, Conversion Tracking, Marketing Automation

PROJECTS

High-End Fashion Store (Impact Theme) │ *Shopify, Liquid, HTML/CSS, JavaScript*   2024
- Built a premium fashion Shopify store using Impact theme with fully custom homepage, collection filters, dynamic product galleries, and variant-specific content.
- Created dynamic metafields for size guides, fabric details, shipping information, and custom trust badges.
- Implemented Shopify Markets with multi-language, multi-currency, and EU tax compliance.
- Integrated Facebook/Meta Pixel, TikTok Pixel, Snapchat Pixel, and GTM for full-funnel performance tracking.

Fear of God Essentials Clothing Store Clone │ *Shopify, Motion Theme*   2024
- Cloned Fear of God Essentials-inspired Shopify store with minimalist design and performance-optimized theme.
- Developed custom collection filters, sticky add-to-cart, and variant media galleries.
- Configured dynamic bundles and upsell logic using metafields and Shopify Scripts.
- Integrated Shopify Payments and Klarna for EU checkout.

Modern Bathtub Store (Prestige Theme) │ *Shopify, Liquid*   2024
- Designed a high-ticket bathtub store with detailed product specs, technical data sheets, and 3D models.
- Integrated complex shipping rules based on product dimensions and delivery zones.
- Created Google Merchant Center and Shopping feeds with structured product data.

- Optimized theme performance for Core Web Vitals and SEO.

Furniture & Wood Panels Store (AKUstore Clone) | *Shopify, Liquid, Multi-language* — 2024
- Cloned AKUstore.nl and built a Shopify store for wood panels & furniture with multi-language (Dutch, German, French).
- Created custom layout sections with Liquid and JSON templates, replicating AKUstore user experience.
- Integrated language-specific SEO metadata for Google Shopping and EU markets.
- Implemented advanced metafields for product materials, finishes, and bulk ordering.

Shoe Stores (Adidas / Nike inspired) | *Shopify, Liquid, Impact Theme* — 2023 – 2024
- Developed multiple shoe and sneaker stores inspired by top brands, with dynamic size availability and variant media galleries.
- Integrated "Shop the Look" functionality, mega menu, and custom loyalty points app.
- Configured Meta, TikTok, Snapchat Pixels, and advanced tracking in GTM for paid ads.
- Ensured compliance with Google Merchant Center and Facebook Catalog for retargeting campaigns.

Google Shopping Optimized Shopify Stores | *Shopify, SEO, GMC* — 2023
- Developed multiple Shopify stores optimized for Google Shopping and Google Merchant Center (GMC) approvals.
- Ensured all required legal pages, product return policies, structured data, and feed optimizations.
- Created dynamic product feeds with schema markup, JSON-LD, and SEO best practices.
- Reduced merchant center feed rejection rates to under 2% across projects.

Beauty & Skincare Dropshipping Store | *Shopify, Prestige Theme, Klaviyo* — 2023
- Developed a fully automated beauty dropshipping store with high-converting landing pages and bundle offers.
- Integrated Klaviyo for email flows: welcome series, abandoned cart, post-purchase upsell, and reactivation.
- Customized reviews, shipping countdown, and trust badges via Liquid and metafields.
- Connected Facebook Catalog and Google Merchant feed for DPA (Dynamic Product Ads).

Corporate Company Websites on Shopify | *Shopify, Liquid, Custom CMS* — 2024
- Built custom corporate sites (non-eCommerce) on Shopify for consulting, B2B, and service businesses.
- Developed custom CMS sections for landing pages, service pages, FAQs, blogs, and funnels.
- Integrated WhatsApp, Calendly, CRM integrations, and lead generation forms.
- Optimized sites for performance, SEO, and conversion tracking.