

MARIO VICUÑA

E-COMMERCE WEB DEVELOPER – SHOPIFY & WORDPRESS EXPERT

+58 4121885431
MARIOVICUNALA@GMAIL.COM
[LINKEDIN.COM/IN/MARIO-VICUNA](https://www.linkedin.com/in/mario-vicuna)
REMOTE – VENEZUELA

PROFESSIONAL SUMMARY

Shopify & WordPress developer with 10+ years of experience crafting high-performance e-commerce websites. Proven track record reducing load times by 40% and boosting conversion rates through CRO and performance strategies. I build scalable, user-focused websites that drive measurable business growth. I specialize in custom themes, responsive UI, technical SEO, and full-site optimization for both DTC brands and service-based businesses.

TECHNICAL SKILLS

- Frontend: HTML5, CSS3, Liquid, Sass, JavaScript (ES6+), React.js, Next.js, Remix
- CMS / E-commerce: Shopify (custom themes, checkout, apps), WordPress (Elementor, custom themes, WooCommerce)
- Performance: Lazy loading, Core Web Vitals, Lighthouse, site optimization
- API Integration: REST APIs, GraphQL
- Version Control: Git, GitHub, GitLab
- Testing: Jest, React Testing Library, Cypress
- Design Tools: Figma, Adobe XD
- Workflow: Agile, Scrum, Remote collaboration

CORE STRENGTHS

- Shopify Theme Development
- WordPress Customization & Elementor
- CRO & Conversion-Focused UI
- Performance Optimization & Speed Improvements
- Platform Migrations (Magento to Shopify)
- Technical SEO Implementation
- Client Communication & Remote Team Collaboration

PROFESSIONAL EXPERIENCE

Sep 2019 – May 2025

Shopify & WordPress Developer

Pluton Media – Zulia, Venezuela (Remote)

- Developed responsive WordPress sites using Elementor Pro based on Figma designs.
- Ensured pixel-perfect implementation, performance optimization, and adherence to accessibility standards.
- Delivered customized e-commerce solutions leveraging Shopify's custom themes, apps, and integration capabilities.
- Implemented AI-powered Shopify apps to enhance user experience, optimize product recommendations, and improve customer engagement.
- Integrated third-party APIs with Shopify to streamline inventory management, enhance marketing automation, and improve overall site performance.
- Collaborated with cross-functional teams to ensure smooth project delivery, combining design, development, and AI-driven solutions for clients in the legal industry and beyond.

- Focused on improving conversion rates and site speed using Shopify's advanced features, such as dynamic checkout and app integrations.

Aug 2018 – Aug 2019

Shopify & WordPress Developer

Redstage - Buenos Aires, Argentina (Remote)

- Led Magento-to-Shopify migrations with full data integrity and zero downtime.
- Built scalable custom themes and improved site architecture for high-traffic clients.
- Developed a custom internal CRM using WordPress for the company's CTO.
- Collaborated across product and marketing teams to ensure smooth deployments.

Dec 2016 – Aug 2018

Shopify Web Developer

Trafilea Group – Buenos Aires, Argentina (Remote)

- Developed high-conversion Shopify stores for international DTC brands.
- Conducted A/B testing on product pages, increasing Facebook ad ROAS by 15%.
- Optimized speed and UX for mobile-first campaigns with tight launch deadlines.
- Gained hands-on experience in live production workflows and Git versioning.

Apr 2014 – Dec 2016

Web Developer

Upwork – Merida, Venezuela (Remote)

- Built WordPress sites for international clients, progressing from small CSS tasks to full development.
- Focused on client satisfaction, code quality, and deadline delivery.
- Established a foundation in responsive design and theme customization.

EDUCATION & CREDENTIALS

2016	B.S. in Systems Engineering Universidad de los Andes, Venezuela
2018	Theme Development Certification Shopify
2018	WordPress Theme Development Certification Udemy
2022	EF SET C1 English Certificate CEFR Standard
2018	Google Web Development Certificate HTML/CSS (Activate)

SOFT SKILLS

- Clear Communication (English & Spanish)
- Strategic Thinking & Problem Solving
- Remote Collaboration & Accountability
- Active Listening & Feedback Integration
- Continuous Learning & Adaptability
- Time Management & Prioritization

LANGUAGES

- Spanish: Native
- English: Fluent

PORTFOLIO

Live samples upon request.

- GitHub: <https://github.com/lolpox>
- Website: <https://www.mariovicuna.space/>
- LinkedIn: <https://linkedin.com/in/mario-vicuna>