

MARIO VICUÑA

Full Stack Web Developer Specializing in Shopify & WordPress

📞 +58 412 1885431

🌐 <https://www.linkedin.com/in/mario-vicuna/>

@ mariovicunaula@gmail.com

📍 Venezuela



SUMMARY

With over 10 years of experience, I specialize in both **Shopify** and **WordPress** development. I create dynamic, responsive websites that deliver outstanding user experiences and drive business results. Whether building **custom Shopify themes** or **WordPress solutions**, I focus on performance, scalability, and user-centric design. I'm passionate about collaboration, and I ensure every project is executed to the highest standards, using modern development practices.

EXPERIENCE

Shopify & Wordpress Developer

Upwork

📅 09/2023 - Present 📍 Venezuela

- Specialized in **Shopify** and **WordPress development**, delivering tailored eCommerce and business websites.
- Enhanced **site performance** and optimized **conversion rates** for both Shopify and WordPress projects.
- Managed long-term client relationships, consistently exceeding expectations and meeting deadlines.

Wordpress Developer

AbogadosNow

📅 01/2023 - 08/2023 📍 Venezuela

- Collaborated with the design team to create responsive, user-friendly **WordPress websites** for a legal firm.
- Ensured pixel-perfect design implementations using **Elementor Pro**, optimizing for performance and accessibility

Shopify & Wordpress Developer

Redstage

📅 08/2018 - 08/2019 📍 Argentina

- Developed custom solutions for both **Shopify** and **WordPress**, including **CRM systems** and eCommerce sites.
- Led migrations from **Magento to Shopify** and optimized **WordPress websites** for scalability and performance.

Shopify Web Developer

Trafilea Group

📅 12/2016 - 08/2018 📍 Argentina

- Developed high-traffic Shopify stores, performed A/B testing, and optimized for performance.
- Collaborated on marketing campaigns to enhance conversion rates and user engagement.

Web Developer

Upwork

📅 04/2014 - 12/2016 📍 Venezuela

Started with data entry and advanced to web development, gaining experience in CSS fixes and small tasks. Progressed to building complete WordPress websites for international clients, delivering quality results and fostering strong client relationships.

EDUCATION

Bachelor of Science

Unidad Educativa Nuestra Señora de Belén

📅 09/2005 - 08/2010

Ingeniería, Ingeniería de sistemas

Universidad de los Andes (VE)

📅 09/2010 - 04/2016

LANGUAGES

Español

Native



Inglés

Proficient



CERTIFICATION

Theme Development

Shopify

Curso de Introducción al Desarrollo Web: HTML y CSS (1/2)

Google Actívale

Curso de Introducción al Desarrollo Web (2/2)

Google Actívale

Diseño Web Profesional El Curso Completo, Práctico y desde 0

Udemy

Master en JavaScript: Aprender JS, jQuery, Angular, NodeJS

Udemy

Curso intensivo de Laravel y Android usando JWT y Kotlin

Udemy

Aprende Laravel y desarrolla una app de pedidos en línea

Udemy

Facebook Ads™: Domina el Marketing en Facebook

Udemy

EF SET score scale and C1 Advanced according to the Common European Framework of Reference (CEFR)

EF Standard English Test (EF SET)

KEY ACHIEVEMENTS



Optimized Site Performance

Reduced website load time by 40% on several WordPress and Shopify sites, bringing average load times down to **under 3 seconds**. This improvement significantly boosted user experience and SEO rankings.



Boosted Facebook Campaign Profit

Improved product pages by editing styles, optimizing CTAs, adding reviews, incorporating size charts, and enhancing load speed. Through A/B testing, these changes led to a **15% increase in conversion rates**, significantly improving the profitability of Facebook ad campaigns.



Saved \$50K in Ad Spend

Stayed up until 3 AM to resolve an urgent bug impacting an ongoing campaign. Successfully fixed the issue, saving the company \$50,000 in ad spend and ensuring the campaign's success.

TECH SKILLS

HTML5 & CSS3 & Liquid templating

Advanced proficiency in developing semantic and accessible web interfaces, including the use of preprocessors like Sass to optimize styling workflows., , ,

React.js / Next.js / Remix

Expertise in developing SPA and SSR applications using React, Next.js and Remix, implementing reusable components, hooks, and efficient global state management.

JavaScript (ES6+)

Extensive experience in building interactive applications using modern JavaScript features such as modules, promises, and asynchronous programming.

Frontend Architecture

Designing and developing scalable and modular architectures, optimizing separation of concerns, and applying SOLID principles to front-end projects.

Responsive & Mobile-First Design

Skilled in implementing adaptive and mobile-first designs, ensuring consistent and high-quality user experiences across devices.

Web Performance Optimization

Ability to analyze and enhance web application performance through techniques like lazy loading, minification, and Lighthouse analysis.

Version Control (Git)

Efficient code management in team environments using Git and platforms like GitHub and GitLab, following workflows such as Gitflow to improve collaboration.

Testing Frameworks

Experience with unit and integration testing using tools like Jest, React Testing Library, and Cypress to ensure code quality and reliability.

API Integration

Expertise in consuming and managing RESTful APIs and GraphQL, including request optimization and advanced error handling.

UI/UX Principles

Ability to transform designs into functional and accessible experiences using tools like Figma and Adobe XD, ensuring adherence to style guides and design patterns.,

COURSES

JavaScript Mastery: JS, jQuery, Angular, NodeJS

Wordpress Theme Development

Theme Development - Shopify

SOFT SKILLS



Communication:

Strong ability to communicate ideas clearly, both in writing and verbally, ensuring effective collaboration and understanding.



Active Listening

Skilled at listening to others' ideas and feedback, allowing for better collaboration and improvements.



Adaptability

Comfortable learning new technologies and adapting to changing demands in the tech and content creation world.



Collaboration

Collaborative team player, open to feedback and working with others to achieve common goals.



Public Speaking

Comfortable explaining complex concepts to both technical and non-technical audiences.



Content Creation

Enthusiastic about creating educational content, with an interest in developing engaging streams and tutorials.



Problem-Solving

Strong ability to tackle challenges and provide solutions, whether in coding or community engagement.



Emotional Intelligence

Empathetic and capable of understanding others' perspectives, which is vital for building an engaged and supportive community.

