MARIO VICUÑA

SENIOR WORDPRESS ENGINEER – FULL-STACK DEVELOPER

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📍 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 (Actívate)

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