Muhammad Javed

Shopify-First Full Stack Engineer
Pakistan (Remote)

Professional Summary

Shopify-first Full Stack Engineer with hands-on experience building, scaling, and maintaining production e-commerce systems that directly impact revenue. Strong expertise in Shopify & Shopify Plus, conversion tracking, checkout flows, and API integrations. Proven ability to debug real-world production issues involving payments, attribution, and analytics. Comfortable owning features end-to-end in fast-moving, remote-first environments.

Core Skills

JavaScript (ES6+), Shopify & Shopify Plus, Shopify REST & GraphQL APIs, Meta Pixel, Google Tag, Server-Side Tracking, Checkout & Payments, PHP, MySQL, HTML5, CSS3, Tailwind CSS, Vue.js, React, Next.js, Git, GitHub, CI/CD, AI-assisted Development

Professional Experience

Full Stack Developer (E-commerce & Shopify) — Remote (2021 – Present)
• Built and maintained Shopify & Shopify Plus stores with custom functionality beyond themes
• Owned conversion tracking including Meta Pixel, Google Tag, and server-side events
• Integrated third-party tools using Shopify REST & GraphQL APIs
• Worked directly with checkout flows, payment gateways, and order lifecycle logic
• Debugged production issues impacting revenue, attribution accuracy, and analytics
• Developed backend systems using PHP & MySQL
• Built responsive frontends using Vue.js, React, and modern JavaScript

Selected Projects

Shopify Conversion & Tracking Infrastructure
Implemented server-side tracking for Meta and Google, debugged attribution mismatches, and improved reporting reliability at scale.

Custom Shopify API Integrations
Built custom integrations using Shopify GraphQL & REST APIs to sync products, orders, and customers.

Development Philosophy

Move fast, own what you ship. Use AI to accelerate development, never to replace understanding. Production reliability and data accuracy always come first.