

Portfolio • shirley.mallea.dev@gmail.com • [/in/shirleymallea](https://in/shirleymallea) • github.com/shimapi • Santiago, Chile

Fullstack Developer with over 3 years of experience in creating and optimizing web platforms, specialized in React, Node.js, and Shopify. I have led e-commerce migrations that have increased sales by more than 30% and worked with clients in customizing Shopify and Shopify Plus stores. I stand out for understanding business needs and using that to guide continuous improvement, problem-solving, proactivity, and effective communication in multidisciplinary teams. I am seeking remote opportunities to contribute to challenging projects, both within Chile and internationally, thanks to my C1 English proficiency.

PROFESSIONAL EXPERIENCE

FullStack Developer • Propultech SpA Development Agency

Sept.24/Jan.25

- Developed and implemented customized solutions for Shopify and Shopify Plus stores, including the creation of dynamic sections, interactive popups, UI creation, and code customizations to increase positioning and SEO.
- Configured and integrated third-party apps, improving e-commerce functionality and increasing customer conversion rates.
- Collaborated with multidisciplinary teams and international clients, ensuring project delivery on time and in proper form.
- Shopify and Shopify Plus clients (from USA, MX, CL, PE). Some of them: Patagonia, Infanti, Limonada, KitchenCenter, Amphora, Gotta.

e-commerce Developer • Moda Tornosol

Jul.23/Oct.23

- Led the migration from WordPress to Shopify, increasing sales by 30% through improvements in e-commerce structure.
- Optimized over 2,500 SKUs for organic SEO and developed a sales reporting system connected to Shopify's REST API.
- Worked in a team under agile methodologies (SCRUM), achieving successful site launch ahead of schedule.

Desarrollo Web • Freelance

2012/22

- Designed and developed landing pages, custom forms, and responsive websites using technologies such as React, Node.js, MongoDB, and MySQL. Bug fixing for client sites and SOS help.
- Implemented user authentication and authorization systems with JWT and SSH, ensuring information security and continuous improvement.

e-commerce Developer & Manager • Altorrelieve SpA

2011/22

- Developed and customized landing pages, mailings, and FrontEnd components in Shopify using CSS, JavaScript, HTML, Liquid, and React, improving user experience and conversion rate.
- Led the migration from OpenCart to Shopify, achieving a 130% increase in sales through improvements in e-commerce structure and shopping experience. Documented processes to ensure scalability and maintenance of implemented solutions.
- Analyzed real-time data for decision-making, implementing continuous improvements based on customer behavior.

Web Developer • Storm Chile, Advertising Agency

2009/10

- Developed websites collaboratively in multidisciplinary teams, using technologies such as PHP, HTML, CSS, JavaScript, and MySQL.
- Implemented e-mail marketing strategies and optimized websites to improve results analysis and cross-browser compatibility.
- Created user manuals and provided training to clients, ensuring effective adoption of implemented solutions.
- Worked on iterative website optimization, focusing on improving performance and user experience.

Education

- Fullstack Web Developer • TripleTen by Yandex** — *MERN Technologies (MongoDB, Express, React, Node.JS)*
- Front End Web Developer • Digital House by Globant** — *React, Firebase, API Rest*
- Multimedia Design and Programming • Inacap** — *Graduated with honors*

2023/24

2021

2007/08

Technical Skills / Tools / Technologies

- Frontend:** React, Liquid, HTML, CSS, SASS, JavaScript, Vue.js
- Backend:** Node.js, Express, MongoDB, MySQL, Database modeling, REST APIs
- Tools:** Git, GitHub, Shopify, Slack, Clickup, Trello, Notion, WordPress, Figma, Google Cloud Platform (GCP)
- Design y Analytics:** UI/UX Design, Adobe Suite, Google Analytics
- Methodologies y others:** Scrum, SEO, Responsive Design

Soft Skills / Personal Skills

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|-----------------------------------|------------------------------|--------------------------|------------------------------------|
| • Business Orientation | • Proactivity and Leadership | • Adaptability to Change | • Collaborative Development |
| • Attention to Detail | • Creativity | • Empathy | • Effective Communication |
| • Problem Solving | • Continuous Learning | • Organization | • Analytical and Critical Thinking |
| • Communication and Collaboration | • Time Management | • Abstraction Capability | • Decision Making |

Languages: English: Advanced (C1) | Spanish: Native

Proyectos destacados

- Carbon Footprint Emissions Control System Audit - **Ministry of Environment, Chile.**
- Frontend pilot platform development with best practices from previous Audit - **Ministry of Environment, Chile.**
- Development of Interactive Gallery for Pablo Neruda's Mollusca exhibition - **Gabriela Mistral Museum, University of Chile**
- Third Place in Hackathon - **BCI MACH** ([GitHub link](#))
- Around the US - **TripleTen study project** ([GitHub link](#))
- BestSellers Shopify APP Personal project that obtains ranking of best-selling products in **Shopify** e-commerce ([link GitHub](#)) ([view website](#))