


# Ile Zdravev

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## Summary

Experienced eCommerce and frontend developer with a strong background in online sales platforms and web development. Skilled in HTML, CSS, JavaScript, and digital marketing strategies. Strong problem-solving skills and ability to work collaboratively with cross-functional teams.

## Experience

### Shopify Lead Developer

Jellywall

Aug 2021 - Present (2 years 5 months)

- Developed custom Shopify themes and integrated third-party apps to enhance store functionality
- Led a team of developers in delivering high-quality e-commerce solutions
- Collaborated with stakeholders to understand business requirements and deliver tailored solutions
- Theme Development & App integration. Liquid + Vanilla Js
- Inventory management system development. Node + Express + React + MongoDB
- Storefront development. Storefront API + React.js
- Conversion Rate Optimization by continuous A/B testing using Google Optimize
- Analytics, Insight, Tracking scripts setup on PDP, Cart, Checkout pages.
- Implement business strategy through line item scripts on Shopify Plus Script Editor

### Ecommerce Developer

PixaCreatives

Sep 2019 - Apr 2021 (1 year 8 months)

- Developed and maintained ecommerce websites for clients using WooCommerce and Shopify platforms
- Created custom themes and plugins to enhance website functionality
- Improved website performance by optimizing code and implementing caching techniques
- Collaborated with designers and project managers to deliver high-quality projects on time and within budget
- Built and maintained websites for clients using various web development frameworks

### Senior Frontend Developer

Mula-X

Mar 2019 - Oct 2019 (8 months)

- Developed and maintained web applications using Next.js and React.js
- Collaborated with designers and backend developers to ensure seamless integration of frontend and backend systems
- Implemented responsive design principles to ensure optimal user experience across devices
- Utilized Git for version control and code management

- Worked with clients to gather requirements and provide technical recommendations



## Shopify App Developer, Site maintainer

### We Make Websites

Mar 2017 - Feb 2018 (1 year)

- Shopify Plus theme development & customization based on Zeplin, Figma, XD, Invision Design
- Custom Shopify app development using React.js, Node.js, GraphQL, MongoDB and Shopify Polaris
- Shopify Custom Storefront development using Next.js, Shopify Storefront API, GraphQL
- Writing Shopify Plus Scripts for line items, shipping, payments using Ruby
- Recharge Customer Portal Development. Novum Theme Engine, Custom theme development using Vue.js, Recharge
- Admin Restful API



## JS | React Developer

### CityDAO

Jan 2014 - Jun 2014 (6 months)

CityDAO is exploring decentralized asset ownership on chain, starting with a piece of land in Wyoming.

- Created web app to view CityDAO land parcels.
- Developed plot map using mapboxgl npm package.
- Developed wallet connector using web3-provider.

## Education



## South East European University (SEEU)

Bachelor of Architecture - BArch, Computer Science

Mar 2007 - Dec 2011

## Licenses & Certifications



## Shopify Theme Development Certification - Vevol Media - Shopify Partners

Issued Aug 2018 - Expires Jul 2021

## Technical Skills

Shopify / WordPress

HTML / CSS

Javascript / PHP

Shopify / WprdPress Theme

App / Plugin Development

Third-Party Integration

Website Speed Optimization

Technical Support

Ruby on Rails

Mongo DB / SQL

REST / GraphQL

Aws EC2 / Lambda

Technical Support

Figma / PSD / XD to HTML

GitHub / Gitlab

Node / React / Vue / Nuxt / Next / TypeScript