

TERRY KIM

LOS ANGELES, CA

10 YEARS WITH SHOPIFY DEVELOPMENT



<https://terryjavascript.github.io/profile/>



terryucsb@gmail.com



213-500-5906

Education

University of California, Santa Barbara

Bachelor's Degree, Global Studies
September 2012- July 2016

University of California, Los Angeles

Fullstack Web Development Bootcamp
September 2017 - June 2018

Skills

E-commerce & Product

- DTC& B2B Ecom Strategy
- CRO Enhancement
- A/B Testing
- Subscription & Membership Flows
- Theme Migrations & Redesign
- Product Launches & Preorder Flow
- Digital Marketing
- Technical SEO Enhancements

Development & Technical

- Full-Stack Web Development
- Omnichannel Integrations
- API & Third-Party Integrations
- Site Performance & Speed Optimization
- ERP & EDI Integrations
- ADA WCAG Accessibility
- GDPR & Privacy Compliance
- Speed Optimization & Performance

Tools & Platforms

- BrightEdge, SEM Rush
- Most ERP/SAP Knowledge
- AI Platforms, Shopify Sidekick
- Microsoft & Adobe Programs
- Major Shopify Apps & Plugins

Strategy & Operations

- Project Lifecycle Management
- Agile & Scrum Planning
- Product Roadmapping
- Strategic Planning
- Performance Analytics & Reporting
- Vendor & SaaS Negotiation
- Technical Recruitment

Languages

English

Korean

Proficient

Proficient

Experience

KSGB (6 sites) Web Software Developer (April 2025 - Current)

Global athletic footwear and apparel brand known for its heritage in tennis and lifestyle sneakers, with distribution across North America, Europe, and Asia.

- Led modernization and theme migrations across multiple global e-commerce brands, improving UX/UI, performance, and conversion rates.
- Delivered \$180K+ in annual savings by optimizing the tech stack, renegotiating vendors, manual development, and implementing more efficient platforms.
- Owned site performance and technical SEO strategy, achieving 95+ Google Lighthouse scores across performance, accessibility, and SEO on mobile & desktop.
- Directed ADA WCAG Compliance, GDPR, CCPA, and privacy compliance initiatives, reducing legal risk and ensuring multi-region compliance.
- Provided technical and e-commerce leadership for 6 international storefronts (US, EU, Hong Kong), aligning cross-functional teams and stakeholders.
- Independently launched ksrc.kswiss.com, a flagship collection microsite, leading global rollout and technical execution.
- Led onboarding and launch of Buy with Prime, SMU, and PDP redesign program.
- Migrated and redesigned 6 websites by building an internal team, delivering the project for under \$15K vs. a \$150K initial budget.
- Increased year-over-year revenue by 14% while reducing annual platform and operational costs by 37%.

Abbyson.com DTC Shopify Manager & Developer (Feb 2023 - March 2025)

Premier online furniture retailer; top seller on major marketplaces including Costco, Sam's Club, Overstock, and Wayfair.

- Led UX/UI overhaul using Hydrogen, Liquid, JavaScript, and CSS, redesigning key pages (Homepage, Product, Collection) to improve engagement and navigation.
- Managed catalog of 5,000+ SKUs, overseeing pricing, inventory, variants, content, imagery, and metafields.
- Migrated B2B wholesale platform into main site and transitioned DTC store to a Shopify-compatible theme (2024), reducing costs and operational overhead.
- Developed end-to-end membership program (subscriptions, dual pricing, checkout optimization), generating 3,000+ memberships and improving retention; currently building loyalty workflows.
- Implemented technical and on-page SEO improvements, including schema, sitemap restructuring, breadcrumbs, and indexing optimizations to increase organic visibility.
- Integrated advanced site functionality such as AI-driven search, dynamic collections, filtering, and behavioral automations to enhance personalization.

Nanowell.com DTC Developer & Manager (Jul 2020 - Nov 2022)

Health and nutrition research company specializing in ionized mineral supplements.

- Led cross-functional teams of 10-15 to improve operations and marketing strategy by implementing biweekly sprint planning and refining customer targeting and positioning.
- Migrated website from WooCommerce to Shopify and optimized technical and on-page SEO, contributing to \$3.5M+ revenue growth in two years and 3x company growth during tenure.
- Implemented dual-language functionality, loyalty rewards, international payment gateways, and live chat, increasing returning customers by 240% and new customer acquisition by 780%.
- Supported production of 300+ YouTube videos on health and nutrition, helping grow the channel to 250K+ subscribers and driving product awareness and sales.