

Manoel Valladão

Senior Shopify Web Developer

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Experience

BairesDev

Shopify Web Developer

Jun 2021 – Current

Dedicatedly working for the world's largest sporting goods retailer's US operations. As the primary web developer for Shopify e-commerce operations, responsibilities spanned both the legacy Shopify Liquid Theme and the development of new storefronts using Shopify Online Store 2.0 and Hydrogen v2 (Remix framework). My key contributions include:

- Deploying site redesigns for multiple Shopify stores (including Van Rysel and decathlon.com).
- Leading performance optimization initiatives across multiple codebases.
- Collaborating on checkout extensibility for custom delivery experiences.
- Developing custom Shopify apps for frontend-specific logic.
- Driving accessibility compliance through repeated audit and implementation cycles.
- Migrating analytics stack to Google Analytics 4.
- Structuring scalable themes based on OS 2.0 architecture with metafields and metaobjects.
- Initiating the Hydrogen storefront development before project de-prioritization.

Performance Optimization Project – Phase I (Oct 2021 – Jul 2022)

1. Deferred offscreen images with lazy loading.
2. Converted images to WebP and set responsive sizes.
3. Removed CLS issues and minimized layout shifts.
4. Deferred CSS and JavaScript with critical inline styles.

5. Prioritized font loading and reduced render-blocking assets.
6. Established metrics tracking using Lighthouse and Chrome UX Report.

Performance Optimization Project – Phase II (Apr 2023 – Oct 2023)

1. Refactored homepage, PDP, and navigation templates for LCP and CLS.
2. Split JS bundles, deferred third-party scripts.
3. Added Gulp pipeline for compression and selective loading.
4. Improved preload logic and image prioritization.
5. Implemented scoped performance monitoring across routes.

Accessibility Implementation Cycles (2022–2024)

1. Addressed ARIA attributes, contrast, focus states, and tab index logic.
2. Fixed accessibility in carousels, menus, and PDP content.
3. Applied recommendations from automated and manual audits.
4. Embedded A11y as part of PR review workflow and guidelines.
5. Coordinated improvements across designers and international dev teams.

Google Analytics 4 Migration (May 2023 – Jul 2023)

1. Implemented full GA4 integration with e-commerce events.
2. Refactored legacy tracking scripts and removed deprecated tags.
3. Validated events using GA4 DebugView and Tag Assistant.
4. Integrated analytics logic into performance and accessibility-aware components.

Van Rysel Storefront Rollout (2024)

1. Adapted core theme architecture to brand-specific requirements.
2. Customized PDP, navigation, and geometry/size components.
3. Implemented new metafield-driven content structure.
4. Rolled out performance and accessibility enhancements for launch.

Checkout Extensibility Project (2023–2024)

1. Developed delivery customizations for shipping logic.
2. Integrated dynamic content blocks and cart metadata.

3. Ensured compatibility across express and mobile checkout flows.
4. Deployed without reliance on `checkout.liquid`, following Shopify best practices.

Hydrogen Storefront Setup (Mar 2023 – Nov 2023)

1. Set up project structure with Tailwind CSS and Vitamin Design System.
2. Connected to Storefront API and built shared components.
3. Configured deployment via Oxygen CLI and GitHub workflows.
4. Delivered design system integration before project was frozen.

Product Q&A Section (Dec 2023 – Jan 2024)

1. Designed a dynamic block for displaying customer questions and staff answers.
 2. Implemented logic to loop through Q&A metafields tied to individual products.
 3. Built a structured, accessible layout using native Shopify components and Liquid.
 4. Ensured compatibility with translation systems and responsive breakpoints.
 5. Enabled content management through Shopify admin without the need for hardcoding.
 6. Integrated fallback handling for products without Q&A content.
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Full Stack Web Developer

Oct 2009 – Jun 2021

- Led development of the e-commerce store using Shopify Liquid, HTML, CSS, and JavaScript.
- Created an in-house ERP integrated with Shopify via API and webhooks.
- Maintained multiple theme versions and implemented performance and SEO improvements.
- Technologies: PHP (CodeIgniter), Node.js, AngularJS, Vue.js, MySQL.

ERP TC Admin

- Unified physical and online store data
- Integrated multi-stock and sales management
- Included financial modules and accountability tracking

E-commerce Frontend

- Customized three versions of the storefront theme
 - Integrated analytics, SEO, and responsive improvements
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Education

FGV

Master's Degree in Business Administration, 2016

INATEL

Bachelor's in Electronic Engineering (Telecommunications), 2004

UNESP

Technical Degree in Electronics, 1998

Skills

- Shopify Liquid / OS 2.0
- Hydrogen / Remix / Tailwind CSS / Headless API
- GA4 / Analytics & Event Tracking
- A11y / WCAG Accessibility Compliance
- Gulp / GraphQL / JSON Templates
- Performance Optimization / Core Web Vitals

Languages

- English: Full Professional
- Spanish: Professional Working