

# Vivek Patel

## Shopify Developer

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📍 Ahmedabad, Gujarat

### 📄 Professional Summary

Shopify Frontend Developer specializing in high-performance OS 2.0 theme architecture for DTC eCommerce brands. Expert in Liquid, JavaScript, and advanced Metafield/Metaobject logic to build scalable, data-driven storefronts. Proven track record of translating complex Figma designs into pixel-perfect, mobile-first experiences with a heavy focus on Core Web Vitals and Conversion Rate Optimization (CRO).

### 🧠 Skills

**Shopify Development:** – Liquid, JSON Templates, Metafields, Metaobjects, Theme Customization, Shopify Flow, Shopify AJAX, App Integrations

**Frontend:** – HTML, CSS, JavaScript, jQuery, Tailwind CSS

**Tools & Workflow:** – Shopify CLI, GitHub, Figma | ClickUp, Asana, Trello, Slack, A/B Testing

**Optimization:** – CRO, Page speed optimization, Responsive design, UX improvements

### 📁 Professional Experience

**BabyOrgano** 📄

10/2024 – Present

Shopify Developer

Ahmedabad, India

#### Roles & Responsibilities

- Conversion Rate Optimization (**CRO**): Leading the continuous optimization of the user journey, implementing A/B tested UI enhancements and responsive layouts that directly improve customer engagement and checkout completion.
- Custom Theme Architecture: Architecting and developing custom Shopify sections and templates to support new product launches and seasonal marketing campaigns, ensuring 100% brand alignment.
- Performance & SEO Engineering: Executed deep-level speed optimizations (lazy loading, script minification, and image compression) to maintain high Lighthouse scores and improve organic SEO rankings.
- Full-Stack Store Management: Managing the complete Shopify ecosystem, including Metaobject-driven product pages, complex app integrations, and real-time inventory synchronization.

- Technical Quality Assurance: Owning the end-to-end bug resolution process and cross-device testing, ensuring a zero-downtime experience for high-volume traffic periods.
- Cross-Functional Partnership: Act as the technical lead for product and marketing teams, transforming promotional strategies and seasonal campaigns into high-converting storefront features and landing pages.

## Alian Software

10/2022 – 08/2024 | Anand, India

Shopify Frontend Developer

### Key Projects & Experience:

#### - Habibi NY (Premium Fragrance Brand – via DTC Garage)

- Developed and implemented custom frontend features and UI components using Liquid, CSS, and JavaScript, ensuring a premium, seamless user experience.
- Collaborated with design teams to translate Figma mockups into high-performance, responsive pages.
- Optimized site speed and mobile responsiveness, focusing on improving Core Web Vitals for a global customer base.

#### - M2M (Australian Adult E-commerce – Store Redevelopment)

- Theme Migration: Led the full-scale migration from a legacy theme to Shopify OS 2.0 (Dawn), enhancing store flexibility and backend usability.
- Custom Schema Development: Engineered modular Liquid sections with advanced Schema settings, enabling the client to manage 100% of their content without further code.
- Helped optimize the site's performance and responsiveness across various devices.

## Education

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**Bachelor of Science (BSc) in Computer Science**

2019 – 2022 | Sambalpur, India

Sambalpur University

## Certificates

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**Shopify Theme Development: Online Store 3.0 + Tailwind CSS** 

**LinkedIn Skill Assessment**

- HTML & CSS