Abhishek Rajan

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PRINCIPAL SHOPIFY FRONT-END ENGINEER

Principal Shopify Front-End Engineer with **over 4+ years of experience** in eCommerce. **Working with brands generating over $100 Million**. Demonstrated expertise in working on over 20+ Shopify 2.0, and Shopify Plus stores, delivering exceptional results. Proficient in Shopify Liquid Them 2.0 architecture, HTML, CSS, and JavaScript, with a strong focus on creating engaging user experiences. Extensive knowledge of SEO best practices, UX, CRO, and QA testing. Well-versed in working within the eCommerce industry and Shopify development agency environment. Demonstrated expertise in integrating 3rd Party and SaaS platforms, as well as ERP systems. Continuously staying up to date with emerging trends and technologies in web development.

KEY COMPETENCIES

- HTML / CSS
- TailwindCSS
- JavaScript/jQuery/Liquid
- Git/Github
- AJAX
- ViteJS
- ERPs (NetSuite, Celigo)

- SEO Optimization
- Agile Methodology
- Shopify Apps
- REST API / GraphQL / JSON Web Authentication Responsive Design
- Unit Testing

- UX/UI Design
- CRO Optimization
- Monday/Slack/Jira
- Hubspot / Hubl Webflow, Magento Etc. and more...

PROFESSIONAL EXPERIENCE

Transformer Table   **Dec 2022 - Present**
 Current Principal Shopify Front-End Engineer

Accomplishments:

- Developed and maintained the technology stack of the company's Shopify website using Shopify Liquid 2.0 theme architecture.
- Built and maintained websites, databases, and applications, utilizing HTML, CSS, JavaScript, and other relevant technologies.
- Provided valuable support in expanding international commerce through Shopify markets. Assisted in setting up and configuring the necessary functionalities to enable smooth cross-border transactions, catering to diverse markets and ensuring a seamless shopping experience for international customers
- Implemented and maintained SEO best practices, resulting in improved search engine rankings and organic traffic growth.
- Successfully implemented data-driven CRO strategies on a Shopify website, leading to a notable increase in conversion rates and overall performance, thereby positively impacting the site's revenue and customer engagement.
- Efficiently deployed the Facebook Conversion API for precise conversion tracking, alongside seamless integration of GA4, Twitter Pixel, and Microsoft tracking. These enhancements significantly elevated the website's CRO initiatives.

- Worked closely with agency partners to understand business requirements and facilitated the setup of the NetSuite-Celigo integration.
- Developed and maintained Shopify themes and scripts, leveraging customizations to enhance functionality and user engagement.
- Ensured the technical feasibility of UI/UX designs, working closely with designers to create user-friendly and visually appealing websites.
- Developed responsive layouts for desktop, tablet, and mobile devices, following best practices for responsive design.
- Utilized in-depth knowledge of Shopify APIs and integration techniques to successfully connect and synchronize multiple third-party apps.

Webisoft Technologies   **Dec 2021 - Sep 2022**
Full Stack Shopify Engineer

Accomplishments:

- Developed and maintained Shopify Plus websites for clients, leveraging expertise in Liquid, JavaScript, jQuery, and AJAX to deliver high-quality solutions.
- Successfully developed and implemented multiple fully operational E-Commerce websites using Shopify, adhering to provided Figma design mockups.
- Leveraged apps such as Langify to facilitate international expansion efforts. Effectively utilized Langify to streamline the translation and localization process, enabling the website to cater to a wider global audience and effectively engage with customers in their preferred languages.
- Effectively managed projects using Jira, overseeing the entire development process and taking the lead in client communication and collaboration.
- Seamlessly integrated the Shopify POS system, payment solutions, and various custom integrations, ensuring a smooth and cohesive user experience.
- Effectively documented and shared knowledge on working with Shopify's object/properties, AJAX API, Metaobjects, and Meta fields, facilitating collaboration and enabling team members to leverage these functionalities efficiently.
- Proficiently developed responsive layouts that adapt seamlessly across desktops, tablets, and mobile devices, delivering an optimal user experience on multiple platforms.
- Successfully developed a custom theme from scratch using HubL within the HubSpot platform, ensuring a unique and tailored design for the website.
- Estimated task complexity and development cost in detail, providing accurate client quotes and resource allocation information to Project Managers.
- Analyzed requirements and worked closely with Project Managers and clients to determine specific issue details, ensuring clear understanding and alignment.
- Collaborated with Project Managers to assign tasks, ensuring all tasks were accomplished efficiently and within designated timelines.

Mephisto Canada   **Jan 2020 - May 2023**
Frontend Shopify Architect

Accomplishments:

- Developed and maintained websites, databases, and applications using HTML, CSS, and JavaScript, ensuring efficient and effective development processes.
- Created responsive layouts for desktop, tablet, and mobile devices, following best practices for responsive design and delivering seamless user experiences across devices.
- Collaborated closely with the headquarters in France, effectively coordinating KPI reporting efforts to provide comprehensive and accurate performance insights.

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- Strategically optimized the inventory management system, resulting in a significant reduction in labor costs and a notable increase in efficiency within the logistics department.
- Successfully integrated the POS system and payment solutions in the retail store, ensuring a seamless transaction process. Additionally, conducted comprehensive training sessions to educate the entire staff on the effective utilization of the system.

LemonJelly   **Feb 2019 - Jan 2020**
Frontend Shopify Engineer

Accomplishments:
- Built and maintained websites, databases, and applications, utilizing HTML, CSS, JavaScript, and other relevant technologies.
- Wrote clean, intuitive, and maintainable code, ensuring efficient and effective development processes.
- Took a leadership role in managing the entire development cycle, overseeing the design, testing, and implementation phases of various features based on client requests. Ensured timely delivery and high-quality outcomes throughout the development process.
- Implemented strategic optimizations to enhance website speed by optimizing website content and assets. Utilized various techniques and best practices to reduce page load times and improve overall performance.
- Regularly communicated with Project Managers, providing updates on task-level ticket status and reflecting progress in project management software.
- Effectively integrated Google Tag Manager and Google Analytics, optimizing the tracking and measurement capabilities of the website. Utilized Google Tag Manager to streamline the implementation of various tracking tags, while leveraging Google Analytics to gain valuable insights into user behavior, website performance, and campaign effectiveness.

EDUCATION

Collège Herzing, Montreal
Graduate Diploma in Advanced Microcomputing and Network Infrastructure

SGHMS Chandigarh, India
Diploma in Scientific Studies with a major in Physics, Chemistry, and Mathematics

St. Stephen's School
Secondary Education Certification

LANGUAGES

English
Native/ Bilingual

French
Conversational (Still Learning)

Hindi
Native/ Bilingual

Punjabi
Native/ Bilingual