

DARSHAN S

Senior Shopify Developer

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PROFILE SUMMARY

Results-driven Shopify Developer with 3+ years of experience building high-performance storefronts, checkout customizations, and app integrations for D2C and Shopify Plus brands. Specialised in Shopify Functions, Checkout UI Extensions, custom discount logic, subscription processing-fee logic, and scalable section-based theme architecture.

- Delivered full theme builds from scratch, converting Figma designs directly into responsive, production-ready Shopify code
- Built custom checkout logic via Shopify Functions and Checkout UI Extensions, including Script Editor migrations for business logic, delivery customization, and subscription processing-fee handling
- Integrated advanced apps including Algolia, Dynamic Yield, Recharge, Loop, Langify, LimeSpot, and Orderify
- Strong track record improving SEO, site performance, and conversion through structured, detail-focused development

SKILLS

- Shopify Liquid, Shopify Functions, Checkout UI Extensions, Online Store 2.0, Metafields, Theme Architecture, ThemeKit, Shopify CLI
- HTML5, CSS3, TailwindCSS, JavaScript (ES6+), React (basics)
- App Integrations: Algolia, Dynamic Yield, Recharge, Loop, Langify, LimeSpot, Orderify, StoreLocator
- Figma-to-Shopify Translation, Site Speed Optimisation, SEO Best Practices, Accessibility
- GA4, GTM, Meta Pixel, Git/GitHub, VS Code, Cursor AI, Postman

PROFESSIONAL EXPERIENCE

Ecom Experts | Shopify Developer | *Sep 2024 – Present*

Key Brands: **JD Sports, True Height, Livestock, Size, Printfresh, Pet Planet**

- Delivered two full theme builds from scratch (**Printfresh** and **Pet Planet**) on a base theme, converting Figma designs directly into responsive, production-ready code
- Expanded scope into Shopify Functions and Checkout UI Extensions — migrated legacy Script Editor scripts to Shopify Functions and built custom subscription processing-fee logic calculated dynamically at checkout
- Built custom Shopify app integrations, including Loop, to extend checkout and post-purchase functionality
- Built and customised scalable Shopify themes for D2C and B2B brands with a focus on performance, accessibility, and responsive UI
- Integrated apps such as Langify, Algolia, LimeSpot, and Dynamic Yield, enabling translation, advanced search, personalised recommendations, and A/B testing
- Implemented Checkout UI Extensions and Shopify Functions for upsell offers, advanced discount logic, cart validation, and pincode-based shipment restrictions
- Optimised storefront performance by refining Liquid loops, enabling lazy loading, compressing assets, and improving CLS for enhanced SEO

Solara | Freelance Shopify Developer | *Feb 2026 – May 2026*

- Improved site performance score from **36 to 92** through targeted Shopify theme and asset optimisation
- Delivered freelance Shopify development work alongside full-time role, managing scope and delivery independently

WordsWorth AI | Freelance Shopify Frontend Developer | *Aug 2025 – Jan 2026*

- Built a large-scale, brand-agnostic section repository using TailwindCSS, significantly accelerating development across multiple Shopify storefronts
- **Developed 35+ templates with 300+ reusable sections/widgets**, supporting modular UI patterns and dynamic content
- Improved delivery velocity from **2–3 pages/week to 7–10 pages/week** within 3 months of stabilising the repository
- Led migration from traditional CSS to a Tailwind-based design system, reducing style duplication and standardising UI components

Marmeto | Senior Associate Frontend Developer – SDE 1 | *Jul 2023 – Aug 2024*

Key Brands: **Raymond, Macros, Soulara, Love Beauty and Planet, Simple Skincare, Acne Squad, Levi's**

- Delivered 8+ Shopify Plus storefronts from scratch for high-growth fashion, skincare, and wellness brands including **Raymond, Park Avenue, Ethnix, ColorPlus, Macros, and Soulara**
- Converted complex Figma designs into pixel-perfect, mobile-first templates with strong cross-browser compatibility
- Built interactive, JavaScript-driven UX features including personalised gift messages and image customisation modules
- Diagnosed and fixed a critical checkout issue on a live **beauty/skincare** brand within **6 hours**, preventing an estimated **₹4L** revenue loss over a 48-hour exposure window
- Improved PDP, PLP, and checkout experiences with a focus on speed, usability, and CRO-aligned design
- Integrated and configured apps like Recharge, Orderify, and StoreLocator to enhance store automation and customer experience
- Mentored junior developers in Shopify ecosystem practices, including version control, theme structuring, and bug resolution

PROJECT HIGHLIGHTS

Checkout Extensibility, Shopify Functions & Subscription Processing Fees

Built custom Checkout UI Extensions and Shopify Functions for discount logic, cart validation, and pincode-based delivery restrictions. Migrated legacy Script Editor logic to Shopify Functions and built dynamic subscription processing-fee logic at checkout.

Modular Section Repository (35 Templates, 300+ Components)

Built a large-scale, Tailwind-driven component library, increasing development velocity from 2–3 to 7–10 pages/week while standardising UI across storefronts.

Critical Cart & Checkout Fix (₹4L Revenue Protected)

Diagnosed and resolved a live checkout exploit on a beauty/skincare brand within 6 hours, preventing an estimated ₹4L in revenue loss over a 48-hour exposure window.

Site Performance Turnaround — Solara

Improved overall site performance score from 36 to 92 through theme and asset-level optimisation as a freelance engagement.

EDUCATION

- Bachelor of Engineering (B.E.) — 8.51 CGPA, Graduated 2022
- Higher Secondary Education (12th Grade) — 90%, Graduated 2018