Senior Software Engineer

📍 **Ontario, Canada**

Integriti

PROFESSIONAL SUMMARY

Certified Shopify Developer | Front-End & CMS Expert | 7+ Years of Experience

7+ years of experience leading front-end development across Shopify, WordPress, Webflow, and Squarespace. Proven expertise in Shopify 2.0, custom theme development, and building robust Shopify apps using Node.js, React.js, and Polaris. Experienced in integrating complex APIs, optimizing site performance, and leading cross-functional teams. I am adept in Liquid, HTML, CSS, JavaScript, and headless CMS architecture. Passionate about crafting user-centric, scalable eCommerce solutions.

PROFESSIONAL EXPERIENCE

Team Lead Software Engineering

Integriti   📅 04/2023 – Present

- Leading front-end delivery across CMS platforms with a focus on Shopify custom apps and themes.
- Spearheaded multiple full store builds and custom apps for loyalty, ERP pricing, and Klaviyo integration.
- Collaborated with backend teams on .NET APIs and mentored a team of junior developers.
- Implemented scalable architecture and ensured performance-driven UI/UX designs.

Team Lead - CMS

BrandJaws   📅 10/2020 – 04/2023

- Delivered tailored CMS and eCommerce solutions for clients using WordPress, Shopify, and Webflow.
- Oversaw project delivery, resource planning, and custom theme development.
- Led client consultations and implemented bespoke UI components across platforms.

Portfolio – Shopify Projects

I have worked in 50+ high performing stores. Recently, I developed oushkfuel.com on Shopify 2.0 using and customizing the Dawn theme to better align with the client's branding needs. I've also worked with many premium themes including Ella, Dawn, Expanse, Showcase, and Lorenza.

Developed & Launched Stores

- https://meroliving.com
- http://vinosite.com/ (Shopify Plus)
- https://thinlizzy.co.nz (Shopify Plus)
- https://rypgolf.com (Shopify 2.0)
- https://www.hertrove.com
- https://coloritto.co
- https://orionrlt.com
- https://www.vigyl.ca/
- I also handled every product listing, payment gateway integration (Shopify Payments/Stripe/PayPal), and API integrations.

Custom Shopify Apps

- **Real-Time Pricing Shopify App** for https://www.zenduradental.com/, using Node.js, React.js, Polaris and Shopify's Theme App Extension. This app connects Shopify to SAP for real-time pricing updates via Shopify APIs, demonstrating our ability to manage complex integrations.
- **Shopify-Klaviyo Connector:** Tracks custom events and enriches Klaviyo tracking using storefront JavaScript and API.
- **Loyalty Program App:** Customer loyalty tracking, status updates via Cron jobs, meta field management, and Klaviyo sync.
- **Real-Time Pricing App:** ERP-based dynamic pricing by customer category.
- **Inventory Sync App:** Real-time stock updates from external systems.

TECHNICAL SKILLS

- ✓ JavaScript
- ✓ React
- ✓ WordPress
- ✓ Shopify
- ✓ Tailwind
- ✓ WebFlow
- ✓ Liquid
- ✓ Bootstrap
- ✓ Shopify Plus
- ✓ GitHub
- ✓ MongoDB
- ✓ Firebase

EDUCATION 🎓

Bachelor of Science, Computer Science
University of Central Punjab

CERTIFICATIONS

Shopify Foundations Certification (Credly): https://www.credly.com/badges/42b9312f-fb33-4473-9bac-ce2338d733b0/public_url
Webflow Certification (2023)

CORE SKILLS & TECHNOLOGIES

- Shopify 2.0 Development |Shopify Plus | Custom Shopify Apps | Theme Customization | Liquid Programming
- Node.js & React.js | Polaris Framework | HTML5/CSS3 | JavaScript/ES6+ | API Integrations
- ERP Integration | Klaviyo | Webflow | WordPress | eCommerce Optimization
- Agile Development | Technical Leadership | Performance Tuning | UX/UI Collaboration
- Experienced in building and integrating RESTful APIs, third-party APIs (e.g., Twilio, Stripe, Firebase, Shopify), and handling webhooks for real-time communication.

- **Shipping Rate Calculator App:** Dynamic shipping logic based on pickup location.
- **Tech Stack:** Node.js (backend), React.js with Polaris (frontend)

Company Websites (WebFlow & Custom)

- Successfully developed three websites using Webflow, each tailored to different aspects of different business as follows:
  - Software Development: A dedicated website showcasing Integriti's software solutions and expertise in technology. https://www.integriti.io/
  - Digital Marketing: A platform designed to highlight their digital marketing services and strategies. https://www.integritistudio.com/
  - Staffing Solutions: A site focused on their staffing services, catering to businesses looking for reliable talent. https://integriti-staffing-site.webflow.io/
- **Company Site:** A website developed for Alfain private limited for their online presence. This site developed in HTML, CSS, JS, Bootstrap and PHP. This site is developed from scratch. (alfain.co)

Reward platform for Shopify Store

- On this store, we implemented a restriction using Liquid to prevent customers from adding **Pro collection** products to the cart without signing in. Upon user authentication, we verified the customer's status using a **customer meta field**. If the customer was marked as active, we enabled a **free perk product** feature by checking the cart's threshold value. Once the condition was met, the free product was programmatically added to the cart using an **AJAX request**, ensuring a seamless and dynamic user experience.
  - Client Store: https://skirackbtv.myshopify.com/

Hoodie Selling store

- Successfully crafted an online store on Shopify for a client, specializing in the sale of hoodies within the US market. Utilizing my expertise in Shopify store development, I built this platform from scratch. Unfortunately, I'm unable to share the store's URL due to client confidentiality agreements, but I'm happy to provide it upon request.

Rehabilitation WordPress Website

- This WordPress website was developed from scratch using the Hello Elementor theme and extended with Elementor Pro for advanced design control. Key features include:
  - Full website structure and layout developed using Elementor's drag-and-drop builder.
  - SVG upload support added for high-quality, scalable graphics.
  - All images are optimized and delivered in WebP format for faster load times.
  - Contact forms powered by Contact Form 7, fully customized to match the site's branding.
  - Interactive popups for announcements and user engagement.
  - A sleek Elementor flyout menu to enhance navigation, especially on mobile devices.
  - Device-specific responsive adjustments via custom media queries to ensure consistent user experience.

Technical Assistance Center WordPress

- This WordPress website was developed from scratch using the Hello Elementor theme, enhanced with Elementor Pro, and integrated with Advanced Custom Fields (ACF) for dynamic content management. Key features include:
  - Full website structure and layout developed using Elementor's drag-and-drop builder.
  - SVG upload support added for high-quality, scalable graphics.
  - All images are optimized and delivered in WebP format for faster load times.
  - Contact forms powered by Contact Form 7, fully customized to match the site's branding.
  - Interactive popups for announcements and user engagement.
  - A sleek Elementor flyout menu to enhance navigation, especially on mobile devices.
  - Device-specific responsive adjustments via custom media queries for a consistent user experience.
  - ACF integration to manage and display active and ongoing campaigns — data such as campaign title, description, deadline, and featured media were managed through ACF fields.
  - Custom post templates created for campaign posts to dynamically render campaign data on the front-end, giving the client complete control over content updates without code.