

Marlowe Ramirez

Shopify Developer | Web Design | On-Page SEO | Conversion Rate Optimization | AI-Fluent
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SUMMARY

Shopify Developer with 2+ years of experience specializing in CRO-focused theme development for e-commerce brands. Expert in building and customizing Shopify 2.0 themes from scratch using Liquid, JavaScript, HTML, CSS, and TailwindCSS — with a track record of shipping performant, conversion-optimized storefronts for both B2B and DTC clients across multiple live stores. Skilled at translating Figma designs into pixel-perfect Shopify pages and running A/B tests to drive measurable improvements in page speed, UX, and store usability. AI-fluent, working comfortably with Cursor, Claude Code, GitHub Copilot, and similar tools.

EXPERIENCE

Shopify Developer

PAHLOW MEDIA SEO (Agency) March 2025 – March 2026

- Built custom Shopify 2.0 themes from scratch using Dawn, deployed across 3 live client stores with distinct branding and feature sets.
- Translated Figma designs into pixel-perfect Shopify pages for B2B and DTC storefronts, maintaining design fidelity across breakpoints.
- Implemented dynamic theme blocks, metafields, and responsive media queries — reducing merchant content-management time by ~30%.
- Developed interactive storefront features including variant carousel, image slider, predictive search bar, cart drawer, and mobile menu.
- Optimized CSS codebase (including TailwindCSS utility refactoring) by removing deprecated styles, contributing to a ~15-point PageSpeed score improvement.
- Conducted A/B testing and applied CRO principles to improve add-to-cart rates and average order value across client stores.
- Managed a catalog of 500+ SKUs in the nail polish and hand care niche, maintaining accurate product data and metafield structure.
- Integrated Typeform for personalized product recommendations, improving on-site product discovery and engagement.
- Leveraged AI-assisted development tools (Cursor, Claude Code, GitHub Copilot) to accelerate theme development and debugging.
- Collaborated directly with agency leadership to scope, prioritize, and deliver client improvements on schedule.

Shopify Developer

Spare Part Mart (Concurrent Freelance Contract) August 2025 – September 2025

- Built a new blog page with redesigned card UI and improved information hierarchy, targeting better SEO visibility.
- Developed a modular blog post builder with sidebar options, giving content editors flexible layout control.
- Integrated GA4, Google Tag Manager, and Google Search Console for full analytics and search performance tracking.
- Improved Core Web Vitals by fixing missing HTML attributes and optimizing image delivery, contributing to an estimated 10+ point Lighthouse score gain.

TECHNICAL SKILLS

Frontend Development: HTML5, CSS3, TailwindCSS, JavaScript (ES6+), Responsive Design, DOM Manipulation

Shopify Development: Custom Shopify Theme Development, Liquid, JSON Templates, Shopify Sections & Blocks, Shopify AJAX Cart API, Predictive Search API, Shopify CLI

Design & Figma: Figma-to-Shopify translation, pixel-perfect implementation, component design, B2B & DTC storefronts

CRO & Performance: Conversion Rate Optimization (CRO), A/B Testing, Page Speed Optimization, Core Web Vitals, UX/UI Improvements, On-Page SEO & Technical SEO Basics

Analytics & Tools: Google Analytics (GA4), Google Tag Manager, Google Search Console, SEMrush, AI keyword research tools

AI & Workflow: Cursor, Claude Code, GitHub Copilot, AI-assisted development; Git, GitHub, VS Code, Chrome DevTools, Figma

Creative: AI product image generation for e-commerce storefronts

PROJECTS

Yves Swiss Shopify Developer | Live Store

Built and customized a Shopify Online Store 2.0 theme based on Dawn, enhancing store flexibility, cart functionality, and product discovery. Translated Figma mockups into a pixel-perfect DTC storefront.

- Developed a custom cart drawer with discount functionality and a free-shipping progress bar using the Shopify AJAX Cart API — targeting a ~10% increase in average order value.
- Implemented collection filtering, sorting, and pagination to streamline product navigation across large catalogs.
- Built custom product variant selection with linked products, reducing decision friction for shoppers.
- Maximized use of metafields and metaobjects for dynamic, merchant-friendly content management.

Tech: Liquid, JavaScript, HTML, CSS, TailwindCSS, Shopify Theme Development, Figma

Magneo Shopify Developer | Live Store

Built and enhanced a fully custom Shopify theme from scratch, focusing on performance, conversion optimization, and user experience for a DTC storefront.

- Extended a scratch-built custom theme by developing reusable sections and additional store features.
- Developed a product discount bundle feature to increase average order value (AOV).
- Implemented a sticky 'Add to Cart' button — a CRO best practice estimated to improve add-to-cart rates by 5–10%.
- Improved overall UI/UX through targeted layout and component optimizations, reducing visual clutter and improving scannability.
- Applied A/B testing principles to validate conversion improvements across key storefront components.

Tech: Liquid, JavaScript, HTML, CSS, TailwindCSS, Shopify Theme Development, Theme Customization, Figma