

SHITAL YADAV

SHOPIFY DEVELOPER

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RELEVANT SKILLS

- **Frontend** - HTML5, CSS3, JavaScript, Responsive Design, jQuery, Bootstrap, Tailwind CSS
- **Shopify & Other** - Liquid, Theme Customisation, App Integration, Speed Optimisation, WordPress/WooCommerce
- **Performance** - Core Web Vitals, On-page SEO, Cross-browser Testing
- **Backend & Other** - PHP, Laravel, SQL, Git (basic), Figma (reading specs)

WORK EXPERIENCE



Shopify & WordPress Developer (Remote)

Kloc Technologies – Shopify Premier Partner

- Developed and customized Shopify stores end-to-end from Figma designs, delivering pixel-perfect, responsive storefronts.
- Built and customized Shopify themes using Liquid, HTML, CSS, JavaScript, and Shopify's theme architecture.
- Performed ongoing store speed and performance optimization, improving Core Web Vitals and sharing weekly progress reports with clients.
- Implemented product detail page (PDP) enhancements, custom sections, and product catalog updates based on business requirements.
- Resolved bugs, implemented new features, and maintained existing Shopify stores for multiple international clients.
- Collaborated with designers, project managers, and QA teams to deliver projects on schedule.
- Supported WordPress and WooCommerce development for client projects when required.



Shopify Developer [08/2025 – 02/2026]

WILDGLOW COSMETICS PVT – KOREAN SKINCARE BRAND

- Managed and maintained the complete Shopify store, including products, collections, pricing, inventory, and theme customization.
- Developed and customized Shopify themes and sections to support new product launches, including a luxury collection, ensuring a responsive and pixel-perfect user experience.

- Designed and enhanced Product Detail Pages (PDPs) by implementing UI/UX improvements and custom functionality based on business requirements.
- Performed Shopify bug fixing, troubleshooting, and ongoing store maintenance to ensure optimal performance and functionality.
- Uploaded and managed products, collections, and weekly blog content using the Shopify Admin.
- Executed seasonal campaigns by configuring Shopify discounts, promotional offers, and cart drawer applications to improve conversions.
- Optimized Shopify store performance by removing unused apps, improving theme efficiency, and enhancing mobile responsiveness and Core Web Vitals.
- Collaborated with marketing and design teams to implement new features, content updates, and ongoing store improvements.
- Delivered regular website updates, feature enhancements, and performance optimizations to support business growth.



THE DIGITAL ROAR
Digital Mastery That Roars

Shopify & WordPress Developer (Remote) [01/2023 – 08/2025]
Digitalroar agency – Shopify Premier Partner

- Built and launched custom Shopify stores for clients across fashion, healthcare, cosmetics, and lifestyle industries.
- Developed custom Shopify Liquid sections, product pages, landing pages, and promotional components.
- Improved Core Web Vitals and PageSpeed scores through performance optimization and code refinement.
- Integrated third-party apps, payment gateways, review systems, and upsell solutions.
- Collaborated with designers to convert Figma designs into responsive, pixel-perfect websites.



Web Developer [6/2021 - 12/2022]
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- Developed and customized responsive websites based on business and client requirements.
- Designed web-based digital visiting cards with a clean, user-friendly, and responsive layout.
- Fixed UI/UX, styling, and responsive design issues across multiple web pages.
- Implemented HTML, CSS, JavaScript, and Bootstrap updates to improve website appearance and functionality.

EDUCATION HISTORY



BCA - Bachelor of Computer Applications
University of Pune
2021

PORTFOLIO WEBSITE



shitalyadav.in