Raira | Shopify Developer

SUMMARY

Raira is a seasoned Frontend Web Developer with an impressive 5-year track record in React development, along with 8 years of proficiency in Shopify. Her skill set also extends to Vue.js, showcasing her versatility. With a strong focus on HTML5, CSS, and JavaScript, Raira has aptly crafted themes from the ground up for WordPress and e-commerce platforms utilizing Shopify.

Passionate about data, Raira excels in seamlessly integrating e-commerce systems with third-party tools and services like Sanity, Tealium, Google Tag Manager, and Rudderstack to enhance performance. Her expertise also encompasses SEO, performance optimization, responsive design, and UX, reflecting her commitment to delivering top-notch user experiences.

Raira's proficiency extends beyond coding, as she is well-versed in design software such as Photoshop, Illustrator, Figma, and AdobeXD. Her fluency in English, backed by a C1 certification, facilitates effective communication, while her proficiency in Spanish has proven invaluable in collaborating with international companies beyond her native Brazil.

Dedicated to continuous improvement, Raira actively seeks opportunities to enhance her skill set and contribute to the development of pioneering web solutions. Her experience, technical prowess, and creative mindset make her a valuable asset in the realm of FrontEnd Web Development.

CORE SKILLS (Main framework & languages)

- Shopify
- Javascript
- Magento 2
- Woocommerce
- Bigcommerce
- VanillaJs
- Wordpress
- Vuejs

- Reactjs
- React Native
- PHP
- Laravel
- Figma
- AdobeXD
- SASS
- Gulp

WORK HISTORY

Exomindset

Sr Shopify Developer

Aug 2023 - Present

- Owned and managed multi-region Shopify storefronts (USA, Canada, Brazil, and multiple European markets), ensuring consistent performance and functionality across all regions.
- Led the theme rebrand rollout and adoption of a unified design system, enabling scalable and reusable UI patterns across all stores.
- Customized Shopify Plus stores with advanced Liquid, custom scripts, Shopify Flow, and JavaScript, implementing performance-driven development practices.
- Spearheaded the redesign and migration of European storefronts, consolidating them into a single, maintainable design framework for multi-market deployment.
- Built and delivered key features such as Consultant-Linked Orders, and migrated key flows to Checkout Extensibility, including the adoption of Shopify one-step checkout.
- Developed and shipped multiple private apps, enhancing internal tooling and extending Shopify functionality through GraphQL and REST APIs.
- Implemented and configured integrations including GA4, Google Tag Manager, Klaviyo, and OneTrust, improving analytics, privacy compliance, and marketing automation.
- Improved Core Web Vitals and overall storefront performance through code optimization and best practices.
- Provided ongoing support and localized customizations for the Brazilian market, including regional payment methods and regulatory compliance.
- Built a centralized Shopify architecture, enabling updates and new features to propagate across all regional stores using Shopify Functions.
- Acted as a liaison between technical and business teams, ensuring clear communication and alignment with business goals.
- Created documentation, established development standards, and mentored engineers, fostering consistent delivery and technical growth.
- Primary tech stack: Shopify Plus, Liquid, JavaScript, React (light use), Shopify Functions, GraphQL, REST APIs.

Freelance
Frontend Engineer
Jan 2013 - Sep 2023

- Worked on projects with small and large teams, as well as independently, to provide the best solutions for clients.
- Proficient in PHP, React, HTML, CSS, JavaScript, and Ruby on Rails for developing web applications.
- Experienced in integrating with APIs and working with RESTful architecture.
- Familiar with cloud-based services, specifically Amazon Web Services (AWS).
- Skilled in data integration and tracking tools, including Tealium and Google Tag Manager.
- Proficient in website migration, and optimization for page speed and design improvements.

- Developed custom checkout solutions for Shopify stores, resulting in improved conversion rates and reduced cart abandonment.
- Integrated various payment gateways with Shopify stores to provide clients with flexible payment options for their customers
- Developed microservices architecture for Shopify e-commerce solutions, resulting in improved scalability and performance for clients
- Developed custom Google Tag Manager tags and triggers for clients to track specific events and actions on their websites and applications.

Tommy John, USA
Senior Shopify Developer
07/2022 - 03/2023

- Conducted an audit to identify areas for improvement in the user experience of a Shopify store, resulting in a significant increase in conversion rates.
- Developed an interactive quiz using Shopify and third-party apps to drive engagement and gather customer data.
- Developed custom loyalty programs for Shopify stores, resulting in increased customer retention and sales.
- Designed and developed high-converting landing pages for Shopify stores, resulting in increased sales and engagement.
- Integrated Shopify APIs with various third-party applications to provide clients with seamless ecommerce experiences.
- Developed and maintained Sanity.io content management systems, resulting in improved content management and delivery for the website.
- Developed custom Rudderstack event integrations for clients to track specific user actions and behaviors.

JVN HAIR, USA/UK
Senior Shopify Developer
07/2021 - 07/2022

- Developed and launched the Shopify store, implementing custom features and functionality to improve user experience and increase sales.
- Improved store performance by optimizing page load times, implementing lazy loading, and compressing images.
- Redesigned the store's visual layout and implemented new CSS improvements to enhance the overall aesthetic and branding.
- Worked closely with a team of designers and developers to ensure all aspects of the store aligned with branding guidelines and business goals

Perfect Keto, USA
Shopify Developer

10/2020 - 07/2021

- Successfully integrated various third-party tools and apps, including Google Tag Manager, Tealium, Rudderstack, Zapier, and the Recharge app, to enhance store functionality and customer experience
- Developed and maintained Shopify themes using Liquid programming language, HTML5, CSS3, jQuery and JavaScript.
- Collaborated with in-house resources to produce seamless, robust, and innovative front-end user experiences, resulting in an improvement in user experience leading to escalated sales.

OTHER EXPERIENCES

- **ILEGRA, USA/BRAZIL** — Shopify Senior Developer - Led ecommerce project, designing and developing a website using React, Shopify, Javascript, and Ruby on Rails.
- **REDSTAGE, USA** — Senior BigCommerce Developer - Built a progressive web application (PWA) for a Law firm solution provider, focusing on responsive design, performance, and user experience. Utilized HTML, CSS, REACT.js, and PHP.
- **JLB USA, USA** — Senior Ecommerce Developer - Provided consultancy on 3 e-commerce projects, ensuring timely delivery. Worked with PHP, REACT, Shopify, and WordPress platforms.
- **UWP, UK** — Shopify Developer - Created a user-friendly Shopify store and designed a Recharge subscription page with improved user experience..
- **Flammo, BR** - WordPress Full Stack Developer - Developed new features, corrected various client's themes, improved PageSpeed and SEO.
- **Digiflow NYC, USA** - Shopify and WordPress Developer Consultant. Developed code bundles, new themes, and improved PageSpeed and SEO for clients.
- **Insider Store, BR** - Data Engineer Intern – Developed a new Data Warehouse and conducted business analysis.

EDUCATION

USP - Universidade de São Paulo
Executive MBA • Data Science and Analytics
2021 – 2022

Faculdade Independente do Nordeste - FAINOR
Bacharelado em Engenharia • Engenharia de Computação
2015 – 2020

IFBA - Instituto Federal da Bahia
Ensino médio • Técnico em informática

2010 – 2013

FIAP
Tecnólogo • ANÁLISE E DESENVOLVIMENTO DE SISTEMAS
2017

CERTIFICATIONS AND COURSES

SEO Training – Alura (Completed: Apr 2021)
Completed comprehensive SEO training focused on optimization strategies and search engine best practices.

Complete Database and SQL Course – Udemy (Completed: Dec 2020)
Gained solid foundations in relational databases, SQL queries, modeling, and data manipulation.

Data Scientist Training with Python and R – Udemy (Completed: Dec 2020)
Learned data analysis, machine learning fundamentals, and statistical modeling using Python and R.

Data Engineering Bootcamp – Instituto de Gestão e Tecnologia da Informação (Completed: Nov 2020)
Covered essential data engineering concepts, including ETL processes, pipelines, and big data tools.

Business Intelligence – FIAP (Completed: Nov 2020)
Acquired BI fundamentals, data visualization techniques, and decision-support methodologies.

Introduction to Statistics for Data Science in R – Udemy (Completed: Nov 2020)
Studied statistical concepts and applied them to data science workflows using R.

FGV – Introduction to Data Science – Fundação Getulio Vargas (Completed: Oct 2020)
Completed foundational coursework in data science concepts, analytics, and data-driven insights.

Microsoft Power BI for Data Science – Data Science Academy (Completed: Oct 2020)
Developed proficiency in Power BI for creating dashboards, reports, and data visualizations.

Professional Qualification in Systems Analysis & Web Prototyping – FIAP (Completed: Dec 2017)
Trained in system analysis, UX/UI prototyping, and web application structuring.

Professional Qualification in Web Development & Web Designer 2.0 – FIAP (Completed: Dec 2017)
Studied modern web development fundamentals, design principles, and front-end technologies.

Business Accounting – Fundação Bradesco (Completed: Sept 2012)
Learned core concepts of business accounting, financial statements, and organizational finance.

1st Cultural Exchange Workshop – Yes Curso de Idiomas (Completed: Jul 2011)
Participated in cultural exchange sessions focused on communication and language immersion.

LANGUAGES

Portuguese: Native
English: C1