ADNAN ANSARI

Senior Shopify Developer | Full-Stack E-commerce Developer | Shopify Plus, Apps & APIs

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PROFESSIONAL SUMMARY

Senior Shopify Developer with 4+ years at dear digital, a Shopify Premier Partner in Belgium, working remotely from Mumbai. I have worked on 90+ client brands, from D2C labels to enterprise names like Vorwerk (Thermomix), across Shopify Plus theme builds, WooCommerce to Shopify migrations, custom apps and long-term support. Full-stack on Shopify: Liquid, JavaScript and React storefronts, plus Node.js Shopify apps, Shopify Functions, Checkout UI Extensions and GraphQL/REST API integrations. Lead developer and technical architect on Peintagone, which Shopify published as an official case study.

EDUCATION

B.E. in Information Technology *2018 - 2022*

Vidyavardhini's College of Engineering & Technology | University of Mumbai

EXPERIENCE

dear digital *Ghent, Belgium | Remote*

Senior Shopify Developer | dear digital ***Jul 2025 - Present***

- Own architecture, delivery and code quality on Shopify Plus, B2B and custom app projects; run code reviews, estimation and technical documentation.
- **Peintagone (Featured by Shopify)**: lead developer and technical architect on a B2B and B2C store launched in 5 markets in about 3 months, connected to the client's Odoo ERP.
- **Vorwerk Romania**: Shopify Plus rollout from the Benelux store, with checkout validation built as a Shopify Function with automated tests, checkout and account UI extensions, and an EUR to RON currency switch.
- **Etixx Sports Nutrition**: pharmacy pick-up and pay checkout backed by a Node.js app (Gadget, app proxy) with REST endpoints and draft-order confirmation.
- Built an internal invoice-builder Shopify app with app billing, deployed on Vercel; Horizon theme builds for ThuysVers, Tanagra and Les Jumelles.
- Run technical huddles and mentor developers in dear digital's Shopify Guild.

Medior Front-end Developer (Shopify) | dear digital ***Oct 2023 - Jun 2025***

- Main developer from kick-off to go-live on theme builds, migrations and custom features for D2C and B2B brands.
- WooCommerce to Shopify migrations for Trade Winds (B2B and B2C on one store), SoLow and Kenkô.
- plnktn theme build with a metafield-driven compare section and later a B2B setup; bundle logic past Shopify's 250-variant limit for Clips; Lighthouse performance work for Yarinde.

Junior Front-end Developer (Shopify) | dear digital ***Jun 2022 - Sep 2023***

- Built and supported Shopify themes for 30+ brands.
- Yummygums WooCommerce to Shopify build with Tailwind CSS, then UK and EU stores on a shared NX monorepo theme with npm releases.
- Multi-market Jeune Premier stores, including VAT and currency fixes.

Front-end Developer Intern | dear digital ***Nov 2021 - Apr 2022***

- Built a custom Shopify theme from a Webflow design: Liquid templates, AJAX cart and custom sections.

SKILLS

Shopify Platform: Shopify Plus, Liquid, Online Store 2.0 & Horizon themes, Shopify Functions, Checkout & Customer Account UI Extensions, Shopify Flow, Metafields & Metaobjects, B2B, Markets

Front End: JavaScript, React, Tailwind CSS, HTML5, CSS3, responsive UI

Back End & APIs: Node.js, Remix, Gadget, Shopify app development, app proxies, webhooks, app billing, GraphQL Admin & Storefront API, REST APIs

Integrations: Mollie, Klaviyo, Sendcloud, Firmhouse, Retool, Shopify and ERP connections (Odoo basics)

Performance & Tooling: Core Web Vitals, page speed, technical SEO, Git, GitHub Actions, Shopify CLI, Vercel, Sentry

Professional: Code review, mentoring, estimation, client communication, technical documentation

FEATURED PROJECTS

1. Peintagone | *Shopify Plus | B2B & B2C | Featured by Shopify*

- Colour-first store for a Belgian paint brand: colour mapping, filterable colour overview, comparison tool, paint calculator and sample ordering.
- Mollie payment API with live webhooks; Shopify Flow automations for price, discount, VAT and shipping scenarios; Klaviyo templates.

URL: shopify.com/case-studies/peintagone | peintagone.com

2. Vorwerk Romania (Thermomix) | *Shopify Plus | Shopify Functions | Multi-currency*

- Rolled the Vorwerk Benelux setup out to Romania: GitHub-synced theme, metafield and metaobject migration, EUR to RON switch.
- Billing postal-code validation as a Shopify Function with automated tests; checkout and account UI extensions; Retool advisor hub; go-live and support.

URL: romania.vorwerk.com

3. Etixx Sports Nutrition | *Node.js app | REST APIs | Checkout*

- Order online, pick up and pay at partner pharmacies across Belgium, with QR-code discounts and a pharmacy map with search.
- Node.js backend app (Gadget, app proxy) with REST endpoints for clubs and pharmacies and a draft-order confirmation API.

URL: deardigital.com/blogs/work/etixx | etixxsports.com

4. Trade Winds | *WooCommerce to Shopify | B2B & B2C*

- B2B and B2C on one store: price and shipping on request, B2B/B2C toggle on the product page, zip-code checker on the cart, market-level product restrictions.

URL: trade-winds.be

5. plnktn | *Theme build | Shopify B2B*

- Custom sections including a metafield-driven compare section, free gift in cart and checkout and one-time purchase logic, then B2B with company catalogs and volume pricing.

URL: plnktn.com

6. Yummygums | *WooCommerce to Shopify | Tailwind CSS | NX monorepo*

- Custom build with Tailwind CSS and performance work, then UK and EU stores on a shared NX monorepo theme with npm releases.

URL: dear digital case study | yummygums.com

7. SoLow | *WooCommerce to Shopify migration*

- Theme build and migration: bulk metafield and metaobject import, colour and variant swatches, quick add to cart on search, image SEO and launch support.

URL: dear digital case study | solow.nl