

Senior Shopify & Ecommerce CRO Developer

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+24.89% Conversion, best A/B test, interval above zero	3.59% Store conversion rate, up 59%	5 Custom Shopify apps in production
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Summary

Senior Shopify and ecommerce developer with 7+ years building and optimising conversion-focused storefronts for global brands. Most recently at Incubator Lab on the Puur Smile account, I was brought in as a contractor not only to ship features but to clean up and organise a fast-moving ecommerce stack: I owned Shopify development across PDPs, bundles, subscriptions, advertorials, pre-landers, Checkout Champ funnels, and a dental membership programme, while also introducing reusable QA, performance tracking, handoff, and development workflows and providing technical direction to the in-house developer. I work across the full revenue path, from product-page UX and custom theme logic through checkout, post-purchase, subscriptions, backend integrations, analytics, and production QA.

Experience

March 2026 – September 2026
Incubator Lab
Client: Puur Smile
Remote
Contract, full time

Senior Shopify & CRO Developer

- Owned Shopify development on the Puur Smile oral-care account, a store doing roughly \$2M a month in sales: custom Liquid sections, bundle and offer variants, subscription selectors, sticky mobile purchase UX, and cart logic across a catalogue under continuous test.
- Built and maintained 192 product pages and pre-landers as a single testing programme, spanning direct-response PDPs, advertorials, ranking pages, listicles, and journal-style bridges in Shopify, Replo, and GemPages.
- Built the dental membership end to end as a custom Shopify app, the PuurSmile Dental Portal. The plan sells as a subscription entitling members to recurring benefits, so the app carries what a theme cannot: enrolment from inside the product page, member state and entitlements, a self-serve portal for managing or cancelling a plan, checkout extensions, and custom Recharge behaviour for guarded carts and cancellation handling. Inside it, built the billing and eligibility pipeline that keeps the programme honest: a Node service on Railway between Shopify, Recharge and Careington, the third-party provider who fulfils the plan. It generates their 29-field eligibility file, validates it before sending, assigns each member to the right billing group and delivers it over SFTP, with cancellations driven by a single Recharge webhook so dental access ends only when no qualifying subscription is left. Their full-file format cancels anyone missing from it, so an incomplete upload would have terminated around 22,000 existing members at once. I caught that mid-build and put the safeguards in before it could reach production.
- Built a custom Buy X Get Y app to close a silent revenue leak: free gifts were added client-side, so customers checking out via Shop Pay or an express button skipped the cart and never received the gift. The app adds gifts inside checkout itself, so they land on whichever checkout path the customer takes.
- Removed a hard ceiling on experimentation. Shopify caps a discount at 25 products and the store had outgrown it as free-gift combinations multiplied across tests. Proposed and built an app collapsing the programme into a single discount rule, with the backend mapping each gift to its trigger product, plus an admin dashboard so the team could manage the mapping without a developer.
- Audited and cleaned a drifting live theme: hardcoded IDs in template logic, page-builder blocks carrying inline HTML and scripts, duplicate JavaScript includes, and dead scripts. Documented each piece before removing it, converted images to WebP, and agreed coding standards with the team.
- Ran that app's own infrastructure, deploying its dashboard on Railway and configuring SMTP so transactional mail sent reliably rather than through a theme app.
- Built the reusable Checkout Champ funnel foundation from the ground up: multi-step checkout, one-click post-purchase upsells and downsells, subscription journeys, offer configuration, and conversion tracking. Guided the in-house developer through maintaining and updating it so the team could duplicate the working setup as the base for new landing pages and checkout tests.

- Created the store's PageSpeed optimisation tracker and internal development roadmap, including reusable QA checklists and a Dev → Self-QA → Tracker Update → QA Review workflow for PDPs, advertorials, landing pages, cart, checkout, forms, tracking, and responsive validation.
- Provided technical direction to the in-house developer and helped standardise reusable components, naming, handoff expectations, staging-first changes, coding practices, and safer release planning.
- Ran the A/B programme in Intelligems and reported it honestly. Adding express payment methods to the product page lifted conversion 24.89%, from 2.03% to 2.54% across 28,073 visitors, with the interval entirely above zero. A scarcity counter driven by real inventory lifted conversion 15.26% at 98% probability, on an interval whose lower edge sat at zero, and left order value unproven. A pricing test never separated on the topline, though it established that the higher price earned 42% more revenue per unit on 27% fewer units, so the price stayed put pending a larger sample. Decisions were made on intervals rather than on point estimates.
- Supported VWO experimentation and production QA across PDPs, cart, checkout, discounts, shipping rules, and performance, without breaking analytics or attribution.

Shopify · Liquid · JavaScript · Checkout Champ · Recharge · Checkout Extensions · Custom Shopify Apps · Shopify Admin API · Replo · GemPages · VWO · Intelligems · UpCart · Railway · SMTP · GitHub · Claude Code · ChatGPT

January 2026 – Present Drommerom

Remote

Part time, ~10 hrs/week

Senior Shopify Developer & CRO Specialist

- Leading CRO-focused Shopify development for drommerom.no and sengehuset, two leading Norwegian home & furniture brands.
- Built bed-mattress-discount, a custom Shopify app behind the store's bundle setup, so a bed and mattress bought together are priced as a bundle. One of five custom Shopify apps I have in production.
- Implementing conversion-rate optimisations across product pages, collection layouts, and checkout flows to lift revenue per session.
- Delivering iterative improvements via A/B testing, UX audits, and performance enhancements tailored to Scandinavian eCommerce audiences.

Shopify · Liquid · CRO · A/B Testing · GA4 · GTM · Figma · Klaviyo

September 2024 – March 2026

Seth Media

Client: Norwegian BioLabs

Oslo, Norway

Consulting engagement

Senior Web & eCommerce Developer

- Built and ran the Norwegian BioLabs storefront, a multi-region Shopify store selling into three European markets.
- Specialised in custom Shopify and Checkout Champ builds with conversion-focused UI.
- Developed landing pages tailored for A/B testing and CRO.

Shopify · Checkout Champ · GemPages · Replo · Liquid · WordPress · WooCommerce · React.js · Klaviyo

June 2021 – August 2024 Growmodo

Leverkusen, Germany

Full time

Advanced Shopify & WordPress Developer

- Delivered tailored WordPress and Shopify solutions for a wide range of global clients.
- Built custom themes, plugins, and API-driven integrations.
- Led projects from concept to deployment, collaborating closely with UI/UX teams.

WordPress · Shopify · PHP · React.js · WooCommerce · SEO

June 2019 – April 2021 Innocentrix Philippines

Mandaue City, Cebu

Full time

Web Developer / Designer

- Developed high-performance websites in WordPress and Shopify.
- Managed end-to-end design and development using Figma, Adobe XD, and custom code.
- Built WooCommerce functionality with secure payment integration and cart flows.

WordPress · Shopify · WooCommerce · PHP · Figma · Google Ads

Selected projects

Puur Smile

Shopify · Checkout Champ · CRO

Store doing roughly \$2M a month. An A/B test on express payment methods lifted conversion 24.89% with the interval above zero, and store conversion rose 59% to 3.59% over the period, shared with the offer and media side of the team. 192 product pages and pre-landers shipped as one testing programme, plus a reusable Checkout Champ funnel foundation and a structured development system covering PageSpeed tracking, QA, handoffs, and repeatable release workflows.

Essence Herbs

Shopify · CRO

Built the store from scratch and ran it single-handed, with tracking set up correctly from day one. The store took more than \$800,000 in its first three months, on the brand's own product and ad spend.

Sengehuset

Shopify · CRO

Norwegian bedding eCommerce, CRO-focused UX overhaul with custom checkout and conversion tracking.

Slick Chicks

Shopify · CRO

Adaptive apparel brand, conversion-focused product storytelling, accessible UX, and analytics-driven optimisation.

Puur Smile Dental Membership

Shopify · Recharge · Railway

A membership programme built end to end: enrolment inside the product page, a custom dashboard deployed on Railway, checkout extensions, SMTP for transactional mail, and custom Recharge behaviour for guarded carts, portal controls, and cancellations.

Drømmerom

Shopify

Norwegian home & interior store, custom build optimised for Scandinavian market with multi-region support.

Norwegian Biolabs

Shopify · Checkout Champ

Multi-region Shopify build delivered through Seth Media, with Checkout Champ funnels, per-market currency, tax and shipping, and regionalised Klaviyo flows.

Nabilla Beauty

Shopify · CRO

PDP optimisations, bundle strategies, and marketing integrations driving measurable conversion lifts.

Skills

Conversion Work

Full-funnel audits · A/B & multivariate testing · Product page CRO · Checkout optimisation · Advertorials & pre-landers · PageSpeed tracking · QA workflow design · Session & heatmap review

Checkout & Subscriptions

Checkout Champ funnels · Post-purchase upsell / downsell · Checkout extensions · Recharge subscriptions · Custom Recharge behaviour · Membership systems · Free-gift & discount architecture · Cart & discount logic

Development

Custom Shopify apps · Shopify Admin API · Shopify theme & Liquid · JavaScript · React & TypeScript · Custom dashboards · Railway deployment · SMTP & transactional email · Technical leadership · Developer handoff systems · WooCommerce · WordPress + ACF · API integrations

AI in the Workflow

Claude Code for production work · ChatGPT for drafting & research · Builder AI in GemPages & Replo · AI-drafted copy & test angles · AI features built into client products · Reviewing generated code before it ships

Analytics & Growth

GA4 & GTM · VWO & Intelligems experimentation · Meta & TikTok pixels · Server-side tracking · Revenue attribution · Klaviyo flows · Hotjar & Clarity

Open to full-time roles, and to remote consulting engagements.

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