

AMMAD ARSHAD

SHOPIFY WEBSITE DEVELOPER & E-COMMERCE EXPERT

+923070684901 | ammadibnearshad@gmail.com | [linkedin.com/in/ammad-arshad/](https://www.linkedin.com/in/ammad-arshad/)

PROFILE

Experienced Shopify Developer with 4+ years of expertise in designing, customizing, and optimizing e-commerce websites. Proven track record of delivering visually stunning, high-performing online stores tailored to clients' branding and business needs. Skilled in Shopify theme customization, third-party app integration, CRO optimization, and SEO strategies. Adept at leading teams, managing projects, and ensuring seamless website functionality. Passionate about e-commerce and committed to delivering exceptional results. Seeking new opportunities to leverage my skills and drive success in the e-commerce industry.

EDUCATION

2015-2019
UNIVERSITY OF PUNJAB, LAHORE

- BS (Computer Science)

2013-2015
BISE FAISALABAD

- F.Sc (Pre - Eng)

WORK EXPERIENCE

2022 - PRESENT

Shopify Developer | Markloops

- Led a team of developers to design and customize Shopify themes, ensuring alignment with clients' branding and design requirements.
- Managed end-to-end project timelines, ensuring on-time delivery and client satisfaction.
- Integrated third-party apps to enhance website functionality and streamline transactions.
- Optimized websites for CRO (Conversion Rate Optimization), improving user engagement and sales conversions.
- Provided ongoing technical support and maintenance to ensure optimal website performance and security.

2019-2022

Web Developer | Hexon Digital

- Developed and maintained custom Shopify websites using Liquid, HTML, CSS, and JavaScript.
- Built and managed websites using PHP frameworks (Laravel, CodeIgniter) and WordPress, delivering tailored solutions for diverse client needs.
- Collaborated with design and marketing teams to create high-converting landing pages and improve user engagement.

CORE SKILLS

- Shopify Development & Customization
- E-commerce Strategy & Optimization
- HTML5, CSS3, JavaScript, Liquid
- Third-Party API & App Integration
- SEO & CRO Optimization
- Team Leadership
- Website Analytics & Performance Tracking

PORTFOLIO

<https://eureka-farms.com/>
<https://www.rigwalife.com/>
<https://www.guapaskincare.com/>
<https://www.paanibottles.com/>
<https://suppi.store/>
<https://redroostergolf.com/>
<http://senbirdtea.com/>
<https://raplapla.com/>
<https://theooma.com/>
<https://enviroflexpack.com/>
<https://www.greenfinity.ch/>
<https://sehgalmotorsports.pk/>
<https://24kerats.us/>
<https://ultradental.co/>
<https://endoten.us/>
<https://ascendusa.co/>
<https://ayatperfumes.co.uk/>

TOOLS & TECHNOLOGIES

Shopify (Liquid, Themes, Customization) Figma, Adobe XD (for UI/UX)
Google Analytics, Hotjar, Klaviyo Git, GitHub, Bitbucket
PageSpeed Insights, GTmetrix APIs: Shopify API, REST API, GraphQL