



Ali Hassan.

LEAD SHOPIFY DEVELOPER · FULL STACK WEB ENGINEER
MSC APPLIED AI · BSC SOFTWARE ENGINEERING

Manchester, UK

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PROFILE

I am a **Lead Shopify Developer and Full Stack Web Engineer** with **10+ years** of experience building websites, web applications, and e-commerce platforms, including **6+ years** specialising in Shopify development. I specialise in Shopify Plus solutions, custom themes, Shopify Functions, API integrations, ERP integrations, automation workflows, and performance optimisation. Currently working at Sir Jacob Behrens & Sons, I lead Shopify development projects involving enterprise clients, custom applications, system integrations, analytics, and scalable commerce solutions. I hold an **MSc in Applied Artificial Intelligence and Data Analytics** and a **BSc in Software Engineering**, combining strong engineering principles with data-driven problem solving to create reliable digital solutions that improve business operations and customer experiences.

EXPERIENCE

● 2024 – Present Current role

Lead Shopify Developer

Sir Jacob Behrens & Sons, Manchester, UK

- Lead Shopify development across multiple enterprise e-commerce platforms, delivering scalable solutions that integrate Shopify with ERP systems, third-party platforms, mobile applications, and internal business processes.
- Design, develop, and maintain custom Shopify themes, sections, and advanced functionality using Liquid, HTML, CSS, JavaScript, TypeScript, Node.js, React, Remix, and Shopify Functions.
- Architect and implement enterprise integrations using Shopify GraphQL Admin API, Storefront API, REST APIs, and Webhooks, enabling reliable synchronisation of products, inventory, orders, customers, pricing, invoicing, fulfilment, and returns between Shopify and ERP platforms.
- Develop bespoke Shopify applications and automation workflows that extend Shopify beyond its native capabilities, reducing manual processes and improving operational efficiency across multiple departments.
- Optimise websites for performance, Core Web Vitals, SEO, accessibility, analytics, and conversion improvements using Google Analytics 4, Google Tag Manager, Data Layer implementations, and customer behaviour analysis.
- Collaborate with designers, product teams, marketing teams, and stakeholders to deliver scalable digital solutions for organisations including WPBSA, FIM Moto, Valor Group, FGH Security, Professional Security, and The Royal Edinburgh Military Tattoo.
- Design and build full-stack websites and web applications from the ground up, alongside Shopify development, using modern technologies including React, Tailwind CSS, Astro, JavaScript, and TypeScript, deploying high-performance applications using Cloudflare Pages, Cloudflare Workers, and modern hosting infrastructure with a focus on speed, security, and maintainability.

2022 – 2024

After MSc

Lead Shopify Developer

Redsoda Co., Manchester, UK

- Designed, developed, and maintained Shopify stores for multiple businesses, delivering complete e-commerce solutions from discovery and architecture through launch, optimisation, and long-term technical support.
- Built bespoke Shopify themes and advanced storefront functionality using Shopify Liquid, HTML, CSS, JavaScript, JSON templates, and Shopify Online Store 2.0, creating reusable components and highly customised customer experiences.
- Designed and implemented custom integrations between Shopify stores, third-party platforms, supplier systems, and external business applications using REST APIs, GraphQL APIs, Webhooks, and JSON data feeds. Developed solutions that enabled automated synchronisation of products, customers, inventory, pricing, and orders across different organisations and platforms.
- Developed custom business functionality beyond Shopify's native features, including advanced product logic, bespoke order workflows, customer-specific functionality, automation processes, and tailored integrations to support complex business requirements.
- Managed Shopify administration across multiple stores, including catalogue management, inventory, collections, pricing, SEO, analytics, marketing integrations, Meta and Google advertising, and conversion optimisation.
- Worked closely with designers, developers, marketers, and business stakeholders to improve website performance, customer experience, and online sales through technical improvements and data-driven decision making.

2021 – 2022

While studying MSc

Part-Time Shopify Developer

EcomBiz Hub, Remote

- Developed and customised Shopify stores for international clients, implementing bespoke storefront and backend customisations using Shopify Liquid, HTML, CSS, JavaScript, and Shopify platform tools.
- Built custom sections, templates, and storefront functionality tailored to individual business requirements while maintaining responsive, high-performance user experiences.
- Integrated third-party applications and external services into Shopify stores, performed theme customisations, resolved technical issues, and provided ongoing technical support to merchants.
- Worked closely with clients to understand business requirements and deliver Shopify solutions that improved functionality, usability, and store performance.

2020 – 2021

After BSc

Shopify Developer

XEE Creatives, Pakistan

- Developed and delivered Shopify stores and e-commerce solutions for international clients across multiple industries, specialising in custom storefront development and tailored Shopify implementations.
- Designed and customised Shopify themes using Liquid, HTML, CSS, JavaScript, and Shopify Admin, creating print-on-demand, dropshipping, single-product, and branded online stores.
- Configured complete Shopify environments including products, collections, payments, shipping, domains, applications, and marketing integrations while ensuring high-quality delivery within agreed timelines.
- Worked directly with international clients to understand requirements, translate business needs into technical solutions, implement custom features, troubleshoot issues, and deliver responsive e-commerce experiences.
- Supported merchants with Shopify setup, third-party app integrations, conversion improvements, and digital marketing integrations including Meta and Google advertising platforms.

2016 – 2020

While studying BSc

Full Stack Web Developer

University of Lahore, Pakistan

- Developed multiple full-stack web and mobile applications during my BSc Software Engineering degree, gaining experience across software development, databases, application architecture, and programming principles.
- Built multiple full-stack websites and applications using technologies including C#, ASP.NET MVC, Firebase, HTML, CSS, JavaScript, jQuery, and Bootstrap, working across both frontend and backend development, implementing user interfaces, database connectivity, backend logic, and real-time data-driven functionality.
- Developed a final year project consisting of an IoT-based water monitoring system built with an ASP.NET MVC web application, Android mobile application, Arduino Uno hardware integration, and Firebase real-time database communication.
- Enabled real-time monitoring through connected hardware, synchronised data between mobile and web applications, and included backend management functionality — the project received funding support from Ignite National Technology Fund Pakistan.

EDUCATION

2021 – 2022

MSc Applied AI & Data Analytics

University of Bradford, UK

Completed a Master's degree focused on artificial intelligence, machine learning, data analytics, and data-driven decision making.

Developed practical experience in Python programming, statistical analysis, data modelling, machine learning algorithms, predictive analytics, data visualisation, natural language processing (NLP), and deep learning.

Applied data processing, exploratory analysis, and predictive modelling techniques to extract meaningful insights from complex datasets. The programme strengthened my ability to combine software engineering principles with AI and data technologies to develop intelligent, scalable solutions.

2016 – 2020

BSc Software Engineering

University of Lahore, Pakistan

Completed a Bachelor's degree focused on software engineering principles, application development, databases, software architecture, and programming methodologies.

Developed strong foundations in full-stack web development, object-oriented programming, database systems, software design patterns, and application development using technologies including C#, ASP.NET MVC, Java, C++, HTML, CSS, JavaScript, jQuery, Bootstrap, XML, and Firebase.

Designed and developed multiple full-stack websites and Android applications, implementing frontend interfaces, backend logic, database connectivity, authentication systems, and real-time data communication.

SKILLS

SHOPIFY DEVELOPMENT

Shopify Partner

Shopify Plus

Shopify 2.0 / Online Store 2.0

Shopify Custom Theme Development

Shopify Pixel Perfect Custom Sections

Custom Blocks

JSON Templates

Shopify Custom Order/Cart Logic

Shopify Functions

Shopify Metaobjects

Shopify Metafields

Shopify GraphQL Admin API

Shopify Storefront API

Shopify OAuth

Single Sign-On (SSO) Integrations

Custom API Development

Multi-Vertical Store Architecture

Shopify ERP Integrations

Shopify Automations

Shopify Flow

Shopify CLI

Shopify Public & Custom Apps

Shopify Search & Discovery

Shopify Bundles & Subscriptions

Matrixify (Bulk Data Import/Export)

Mobile-First Responsive Design

E-commerce Analytics

SEO Optimisation

FRONTEND DEVELOPMENT

HTML

CSS

Sass/SCSS

Tailwind CSS

JavaScript

TypeScript

Liquid

Alpine.js

Bootstrap

jQuery

React

Remix

Astro

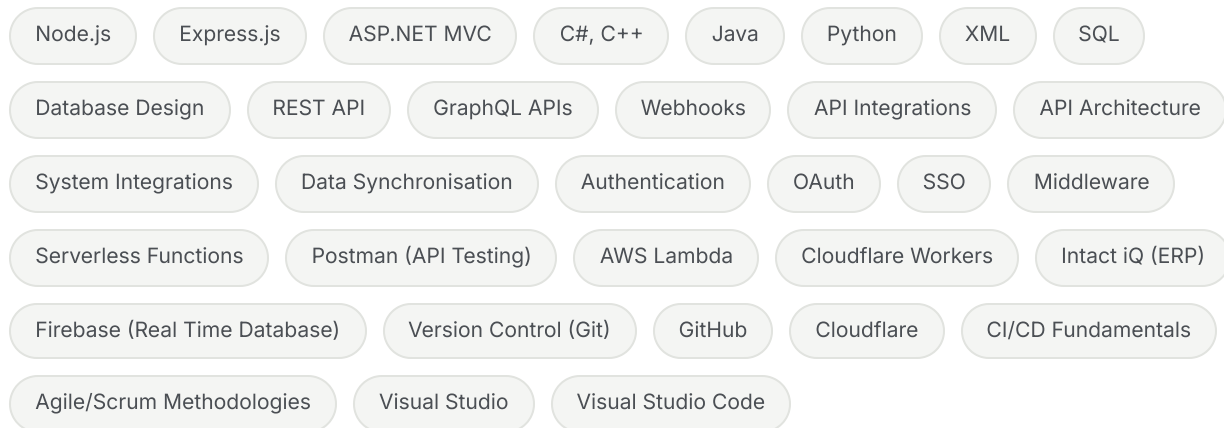
Vite & Webpack

Responsive Web Design

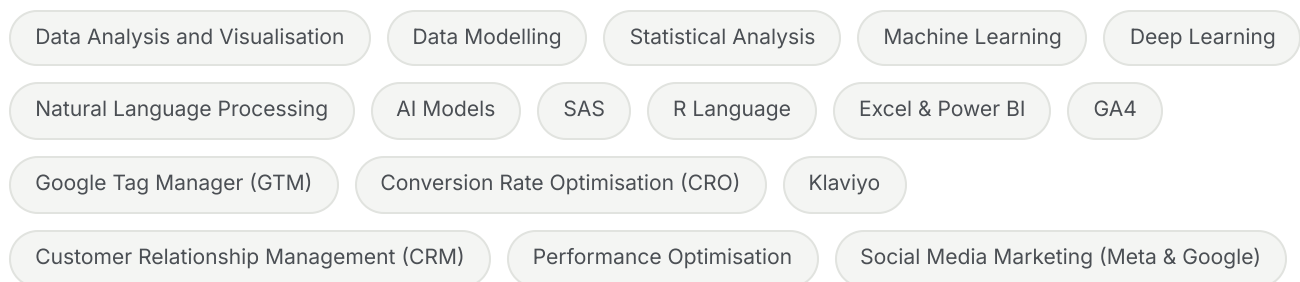
Web Accessibility (WCAG)

Cross-Browser & Mobile Testing

BACKEND & ENGINEERING



DATA, ANALYTICS & AI



LANGUAGES

English, Urdu, Punjabi

INTERESTS/HOBBIES

I'm passionate about exploring emerging web technologies, AI applications, e-commerce innovation, and software development trends. I enjoy continuous learning through technical courses, reading, travelling, and following cricket.

LINKS

aliyourdev.com · github.com/aliyourdev · linkedin.com/in/aliyourdev