Nabeel Yaseen

Senior Shopify Developer · Shopify Plus, Liquid & Hydrogen

Shopify Plus · Liquid · Online Store 2.0 · Hydrogen · Storefront & Admin APIs · React / Next.js · TypeScript · Core Web Vitals · WCAG 2.1 AA · CRO

Lahore, Pakistan (UTC+5) · **Available now** · Remote contractor · W-8BEN ready · **No visa sponsorship needed**

Hours: full UK/EU, US Eastern or US Pacific business days · **Paid via** Wise, Payoneer, bank transfer or Upwork
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GitHub: github.com/develop-webkit · Upwork: upwork.com/fl/developwebkit ($40K+ earned · 81 jobs · 5.0 stars)

PROFESSIONAL SUMMARY

Senior Shopify developer with 11 years in web development and **150+ websites shipped**, 80+ of them on Shopify. Expert in custom **Liquid** themes, **Shopify Plus**, Online Store 2.0 (sections, blocks, metafields, dynamic sources), **Hydrogen** headless and the Storefront & Admin APIs, backed by production React/Next.js/TypeScript. Builds stores that are fast, accessible and convert, with sections merchants edit themselves. 7+ years remote with US clients, working **without supervision** from brief to launch; has **led a 2-developer team** and chose the stack and architecture for new clients.

TECHNICAL SKILLS

Shopify: Liquid, Online Store 2.0 (JSON templates, sections, blocks, section groups), custom theme development & customisation, Shopify Plus, Hydrogen + Oxygen (headless), Storefront API, Admin API (GraphQL & REST), metafields & metaobjects, Cart AJAX API, Section Rendering API, Checkout UI extensions & Shopify Functions, theme app extensions, Shopify CLI, Theme Check, Dawn

E-commerce & CMS: Figma-to-Shopify builds, theme rebuilds, WordPress (PHP, custom themes, Elementor, ACF, Gutenberg blocks, HTML-to-WordPress) / WooCommerce, SEO content, affiliate & referral programmes, BigCommerce, headless commerce, product/variant modelling, inventory & stock sync automation, bulk CSV imports, Klaviyo, Judge.me, Google Tag Manager

Performance & CRO: Core Web Vitals (LCP/INP/CLS), Lighthouse, image optimisation (image_url, srcset, WebP, lazy-loading), app auditing & script deferral, A/B testing, conversion-focused UX, SEO structured data (JSON-LD), WCAG 2.1 AA accessibility, axe-core

Front-end & Back-end: JavaScript (ES6+), TypeScript, React, Next.js, Node.js, PHP, PostgreSQL, HTML5, CSS3, Sass, Tailwind CSS, Bootstrap, jQuery, three.js, GSAP, Framer Motion, Vite, REST, GraphQL

Cloud & Servers: AWS (S3), Linux, Apache, cPanel, server setup & administration (10+ years), Docker, DNS & SSL, GitHub Actions CI/CD, Vercel, Netlify

Tooling & Workflow: Git, GitHub, Figma, Jira, ClickUp, Slack, Bitwarden, Chrome DevTools, Agile/Scrum, webhooks

Agent Harness & AI Integration: harness setup for custom projects, Claude Code & OpenCode customisation (skills, slash commands, hooks, sub-agents, permission allowlists), MCP server integration, **n8n** workflows, Anthropic Claude & OpenAI APIs, Cursor, GitHub Copilot

AI Automation & Models: AI-driven CI/CD (development, AI code review, security testing, deploy), tuned LLM prompts that turn one-line requests into n8n workflow runs, structured answer extraction with a double-check step, Playwright, Node.js & Python pipelines, ComfyUI (API workflows, LoRA), local text-to-speech

Prompt & Context Engineering: system-prompt design (CLAUDE.md / AGENTS.md layers, rules, guardrails), prompt optimisation, few-shot examples, structured JSON outputs, predictable, double-checked responses, prompt templates & libraries, persistent agent memory, context-window management

Token & Cost Optimisation: prompt caching, model routing by task (large vs small models), lean system prompts, context pruning, sub-agent delegation, trimmed tool output, batching, local models for zero-API-cost workloads

Cybersecurity & Safeguarding: human-side security (phishing, social engineering, password managers, 2FA, least-privilege access) and staff training, AI-assisted vulnerability testing, Playwright security checks (exposed databases, password encryption, open API keys), advisory tracking & patching, OWASP Top 10, XSS/CSRF, Content Security Policy (CSP), secrets management, Shopify webhook HMAC, LLM security (prompt-injection defence, sandboxed agents)

WORK EXPERIENCE

Independent Shopify Developer - Remote

Jun 2026 - Present

Freelance Shopify Developer · Self-employed

- Ran Shopify **performance and accessibility audits** (Lighthouse, axe-core, WCAG 2.1 AA) for merchants and agencies in Ireland and Canada, then delivered the **speed and accessibility updates** from a prioritised fix list.
- Wrote a **B2B and DTC growth strategy** for an 8,000+ product wholesale Shopify store: collection architecture and performance, reorder flows, case pricing.
- Built a repeatable, AI-orchestrated audit pipeline: a Claude Code agent drives Lighthouse CLI + axe-core via Playwright on Node.js and turns raw results into branded PDF reports in minutes per store.
- Run AI-assisted security testing in CI/CD on every project, incl. **Playwright scripts that flag exposed databases, unencrypted passwords and open API keys**; patch vulnerable dependencies.

Gablr - Lahore, Pakistan (Hybrid)
Jun 2024 - May 2026

Senior Shopify | WordPress | React Developer · Full-Time, US hours (1-year contract extended to 2)

- Built **20+ Figma-to-Shopify stores** on Online Store 2.0: **every section merchant-editable, Lighthouse 90+ at launch**; worked on Miller CAT; built WordPress sites alongside.
- **Chose the stack and architecture for new clients**: researched the options, picked the platform (Shopify, WordPress or React/Next.js) and planned each build before development started.
- **Led 2 junior developers** building an **AI-integrated internal platform** (Next.js, Node.js, PostgreSQL): CRM, admin and reporting dashboards, and project/progress tracking; planned and assigned the work, set the architecture, reviewed code and ran Playwright security checks.
- Built **10+ production React/Next.js apps** (TypeScript, Tailwind), incl. a client app for **Ink Factory**, with reusable component libraries at green Core Web Vitals; set up GitHub Actions CI/CD to Vercel and Netlify.

Louise Carter - Remote, United States
Apr 2023 - May 2024

Shopify Developer · Full-Time

- Ran **4 large Shopify stores plus Pampora**; **rebuilt the main store (louisecarter-official.com) on the premium Stiletto theme** to a new design with custom Liquid sections, lifting revenue and conversion rate.
- **Brought load times down on all 5 stores**: the flagship **fully loaded in under 2 seconds** and hit **Lighthouse Performance 98** while loading a **47,000+ review Judge.me widget without blocking render**; all 5 stores at 90+.
- Built checkout customisations with **Checkout UI extensions and Shopify Functions**; integrated **Klaviyo**, **Judge.me** and **Google Tag Manager**.
- Set up an **AI workflow that keeps new products and stock up to date automatically**: supplier data from Alibaba, image clean-up and upscaling in local **ComfyUI**, bulk import to Shopify; a **Python** script adds a catalogue-wide certification field.
- Worked without day-to-day supervision; trained the team on account security and tools (Slack, Bitwarden, ClickUp).

Independent Contractor via Upwork & Fiverr - Remote, Global
Jun 2022 - Apr 2023

Freelance Shopify & Front-end Developer · Contract

- **81 projects, $40,000+ earned, 5.0-star average** on Upwork, building and customising Shopify stores and storefront UIs for clients worldwide; paid through Upwork and Wise.
- **Sweet Zzz, Fan & Fuel and Louise Carter all started as Upwork contracts**; ran every project solo, from scoping to delivery.

Fan & Fuel - Remote, United States
Oct 2020 - Mar 2022

Senior E-commerce / Front-end Developer · Full-Time

- Built and maintained **20+ Shopify and WordPress sites** for the agency's clients, incl. Miller CAT, as lead developer on the builds, with Lighthouse 90+ and conversion-focused UX.

Sweet Zzz Mattress - Remote, United States
Apr 2017 - Aug 2020

Senior Shopify Developer · Full-Time

- Owned the whole footprint: **5 Shopify stores** (incl. the large main store) plus **5 WordPress blog sites** that brought customers in through SEO content and affiliate and referral programmes; owned **site speed, accessibility**, Core Web Vitals and CRO, supporting revenue growth from **$100K to $1M+ (10×)**.
- Migrated the flagship store from BigCommerce to Shopify pixel-perfect on a two-week deadline, moving all products, customers, collections and order history with zero customer-facing disruption.
- Built conversion features merchants normally pay apps for: a gamified free-gift cart threshold, a timezone-aware countdown timer and social-proof popups; integrated **Klaviyo**, **Judge.me** and **Google Tag Manager**.
- Ran the tech side independently; trained staff on staying secure online and on Slack, Bitwarden and ClickUp.

Havanor Technologies - Lahore, Pakistan
Feb 2015 - Mar 2017

Front-end Developer · Full-Time

- Built **100+ responsive websites** (HTML5, CSS3, JavaScript, jQuery, Bootstrap) with REST API integrations, for US clients.
- Mentored teammates in web development and account security (password managers, 2FA, phishing awareness).

SELECTED WORK (LIVE)

- louisecarter-official.com: Stiletto rebuild, custom Liquid sections, 47K Judge.me reviews deferred, under 2 s, Lighthouse 98
- sweetzzzmattress.com: BigCommerce to Shopify migration; free-gift cart, countdown timer, social proof; $100K to $1M+
- millercat.com: high-variant catalogue, built and maintained at Fan & Fuel and Gablr
- krostnewyork.com: custom Shopify theme and responsive storefront
- phdmattress.com: Shopify store for a DTC mattress brand
- sixty7interiors.com: Shopify store for luxury media walls and wall panelling
- **83 listed client sites:** nabeelyaseen.com (my portfolio, built as a "Shopify store" in React, three.js and GSAP)
- **Next.js demos** (github.com/develop-webkit): flowforge-liart.vercel.app · nordhaus-seven.vercel.app · frame-store-ten.vercel.app

EDUCATION & LANGUAGES

Computer Science studies (BSc, not completed) - UMT, Lahore · 2018 - 2019 · BZU, Multan · 2016 - 2018

English: client-facing, 7+ years of daily US stand-ups, Loom walkthroughs · **Urdu:** native