

# Cristian David Rojas Carvajal

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## PROFESSIONAL SUMMARY

Software Developer | Shopify & VTEX

Dynamic and results-driven **Web Developer** with over four years of experience in e-commerce and frontend development, and more than five years in technology. Specialized in **Shopify, Vtex IO, React.js, Next.js, and Node.js**, with strong expertise in building scalable and high-performance digital solutions. Skilled in **HTML, CSS, Sass, REST APIs, and GraphQL**, and experienced with **Google Analytics, Git, and AWS**. Passionate about creating innovative, user-centered web experiences that drive conversion and performance. Adept at leading UI/UX implementations and integrating modern technologies to optimize digital platforms.

## TECHNICAL SKILLS

- **Frontend:** React.js, Next.js, JavaScript, TypeScript, HTML, CSS, Sass, Liquid
- **Backend:** Node.js, Express.js, REST APIs, GraphQL, MongoDB
- **Shopify:** Liquid, Shopify CLI, Checkout Extensibility, Shopify Functions, Online Store 2.0, Metafields, Admin & Storefront API, App Bridge, GraphQL, Private Apps, OAuth, Webhooks, Hydrogen
- **Vtex IO:** IO Builder, Store Framework, Custom Apps, React Components, JSONC configuration, CMS Headless, GraphQL API, OMS & Master Data integrations, Checkout Customization, VTEX Toolbelt, GA4 tracking, App lifecycle (link publish deploy)
- **Analytics & SEO:** Google Analytics 4, Google Tag Manager, Technical SEO
- **Tools:** Git, Docker
- **Cloud:** AWS (Lambda, Serverless, S3)

## PROFESSIONAL EXPERIENCE

### Experimentality, Software Developer / Part time

July 2025 - Present

- Developed and maintained **custom VTEX IO applications** for various enterprise clients, ensuring performance, scalability, and alignment with business requirements.
- Implemented **UI/UX designs** into fully functional, responsive, and accessible web interfaces.
- Provided ongoing **technical support and maintenance** for clients' internal tools and e-commerce solutions.
- Participated in **project estimation and cost analysis**, defining timelines and identifying potential platform constraints to optimize delivery.

### Freelance - Remote, Shopify Developer

July 2023 - Present

- Developed and customized **Shopify stores** for retail and fashion brands across LATAM.
- Implemented and enhanced **UI/UX designs**, ensuring responsive and high-performance storefronts.
- Integrated **third-party apps and APIs** for payments, shipping, and analytics.
- Worked with **Shopify Functions, Admin API, and GraphQL** to build and test backend integrations.
- Optimized **store performance** and provided ongoing **technical support** to clients.
- Managed **app versioning, deployments, and service connections** to ensure scalability and maintainability.
- Gained deep understanding of the **Shopify ecosystem**, including themes, extensions, and API-driven workflows.

### **Reebok Latam, Ecommerce Platform Manager.**

**July 2024 – July 2025**

- Supervised and led the **development of web applications and functionalities** to address country-specific requirements, ensuring technical solutions aligned with strategic business objectives.
- Coordinated the **implementation of UI/UX designs**, collaborating closely with design and development teams to optimize user experience and maintain brand consistency.
- Validated and monitored **Order Management System (OMS) integrations** with the e-commerce platform, ensuring accurate data synchronization and efficient order processing.
- Conducted **technical research and feasibility analysis** for expanding the brand's digital ecosystem to **Shopify**, including architecture planning, app integration, and performance evaluations.
- Collaborated with the internal team to **train and document best practices** for Shopify development and configuration, supporting the preparation of a future brand launch.

### **Grupo Uribe – GCO, Front End Developer.**

**February 2022 – July 2024**

- Developed **custom VTEX IO applications** to support brand-specific requirements and commercial initiatives across multiple retail businesses.
- Implemented **UI/UX designs** aligned with marketing and sales strategies to enhance user experience and conversion rates.
- Integrated and configured **Google Analytics 4 (GA4)** tracking within custom VTEX IO apps and native components to measure site performance and user behavior.
- Built **landing pages** and implemented **promotional campaigns** according to each brand's commercial strategy.

### **Arus, IT Support,**

**November 2019 – February 2022**

- Ensured the **operational continuity** of retail stores for leading fashion brands across the Valle de Aburrá region.
- Identified and resolved **technical issues and incidents** affecting store operations, minimizing downtime and service disruption.
- Managed and documented **support tickets** submitted by internal users, ensuring timely and effective resolution in alignment with company.

## **EDUCATION**

**Software Development – Platzi - Sep 2020 – Present**

**Full Stack Developer with JavaScript – Platzi - Nov 2020 – Nov 2021**

**Technologist in Systems – SENA (National Learning Service, Colombia) - Jul 2017 – Jul 2019**

**English Studies – EC Institute - Dic 2025 – Present**

## **LANGUAGES**

- Spanish: Native
- English: Intermediate B2