

Jomar Rhandy C. Vallite

Senior Shopify Developer · E-Commerce & API Integration Engineer

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PROFILE

Shopify developer and integration engineer with **9+ years in e-commerce**, building and running Shopify and Shopify Plus stores for brands in Australia, the USA and Europe. Currently responsible for the storefront and integrations of an Australian cold-chain craft butcher, including a **custom Cloudflare Worker delivery app connected to CartonCloud** and a custom homepage that **passes Core Web Vitals**. Strongest in Liquid and Online Store 2.0, Shopify Markets and B2B, REST and GraphQL integrations, and analytics-led CRO, with a habit of small, documented, reversible releases.

EXPERIENCE

E-Commerce Systems & Growth Specialist

Feb 2026 – Present

Peter Augustus Craft Butcher · Australia · Remote

Premium online butcher with chilled delivery, subscriptions and wholesale customers.

- Built a **custom Cloudflare Worker delivery app** and its **Shopify–CartonCloud integration**, syncing consignments, tracking events and delivery ETAs back into Shopify, where they now double as chargeback evidence.
- Migrated the theme from **Flex 5.2 to Canopy 7.4** and built a modular custom homepage (15 sections, 27 blocks) that **passes Core Web Vitals** on 28-day field data (LCP 1.8 s, CLS ≤ 0.02).
- Resolved conflicting cold-chain shipping rules across **Recharge** subscriptions, **Zapiet** zones and Shopify rates; added a postcode delivery checker and gift-with-purchase.
- Designed **weight-based B2B wholesale ordering** with Shopify B2B catalogues and **Shopify Flow**, plus Flow automations for operations reporting and loyalty rewards.
- Shipped campaign pages (Black Onyx Friday, Father's Day, Butcher Box, Wagyu, Weekly Deals), a redesigned product page and a self-hosted brand font.
- Leading a phased **performance programme** (responsive images, fetch priority, animation clean-up) behind a written release gate, with 11 theme versions in Git, changelogs and rollback baselines.
- Traced Shopify vs GA4 reporting gaps (GTM, purchase-event dedupe) and used **Microsoft Clarity and Hotjar** to prioritise UX fixes.

Senior Shopify Developer & E-Commerce Architect

Jan 2019 – Present

Freelance & Contract · Remote

- **Eve Curls (Netherlands):** six European markets (UK, Switzerland, Netherlands, Italy, France, Spain) in one Shopify store, with per-market currency, catalogues, discounts, localised content and domains.
- **Colossal Diamond Tools (USA):** full build; migrated **10,000+ SKUs** with structured data, integrated **Zoho Books ERP** and automated multi-warehouse inventory sync.
- **Poseidon Animal Health (Australia):** technical lead for a US expansion, coding custom bundle logic, tiered promotions and conversion-focused product architecture.
- **Rene Ruiz Collection (USA):** moved a physical showroom online as a high-ticket brand, with structured funnels and automated email revenue flows.
- **Jace Industries:** built the store from scratch and ran its operations: LCL/FCL freight, procurement, inventory forecasting and pricing.
- **Nudel.shop:** ongoing theme customisation, backend work and speed tuning.

Also built, managed or optimised: Urban August, Warehouse-Lighting, Skull Seeker, OSOYOO, Axlrodd, Tronus Footwear.

CORE STRENGTHS

- Shopify & Shopify Plus builds
- OS 2.0 theme engineering
- Pixel-perfect Figma to Shopify
- Multi-market Shopify Markets
- B2B and wholesale workflows
- API, ERP & 3PL integrations
- 10k+ SKU catalogue migrations
- CRO, analytics, Core Web Vitals

TECH STACK

SHOPIFY

Liquid · OS 2.0 sections & blocks · Metafields · Metaobjects · Markets · B2B catalogues · Shopify Flow · Shopify Plus

CODE

JavaScript · TypeScript · HTML · CSS · React · Next.js · Node.js · Tailwind · GSAP · Python · Pandas

INTEGRATIONS

REST · GraphQL · OAuth 2.0 · Webhooks · Cloudflare Workers · CartonCloud · Zoho Books · Recharge · Zapiet · Klaviyo

ANALYTICS & GROWTH

GA4 · GTM · Microsoft Clarity · Hotjar · Shopify Analytics · Lighthouse · Technical SEO · A/B testing

WORKFLOW

Git & GitHub · GitHub Actions CI · Vercel · Figma · Claude Code

EDUCATION

BS Computer Science
University of Southern Mindanao
2005 – 2010

Secondary Education
Notre Dame of Salaman College
2000 – 2004

EXPERIENCE, CONTINUED

E-Commerce Specialist (Amazon & Shopify)
Apr 2017 – Dec 2018

Atomic Growth · Israel · Remote

- Scaled acquired CPG brands across **Shopify and Amazon**, working with the company's AI-driven demand forecasting and dynamic pricing systems.
- Ran integrated growth plans across both marketplaces for a portfolio of acquired global brands.

EARLIER CAREER · PHILIPPINES

Billing Specialist / Customer Finance
Jan 2016 – Apr 2017

AT&T Fiber

Handled a large book of billing accounts, resolved complex payment issues and worked with technical teams to fix process gaps.

Systems & Mobile App Developer
Jan 2014 – Nov 2015

UP Manila National Telehealth Center

Built the **award-winning EMR system for the rCHITS project**, funded by UNICEF and Australian Aid, bringing digital health records to hard-to-reach and conflict-affected communities in Mindanao.

Administrative Aide (Procurement)
Jun 2012 – Dec 2013

Provincial Government of Bukidnon

Ran the province's purchasing cycle end to end, from supplier sourcing and quotations through to supply management.

SELECTED PORTFOLIO WORK

Live demos and case studies at **developer-portfolio-my-dojo.vercel.app**. Built with Next.js and TypeScript, deployed on Vercel, tested in GitHub Actions CI. All demos use fictional data; no client code is published.

Six-market Shopify Markets demo /eve-curls
Interactive preview of currency, catalogue, discount, theme, checkout and domain settings across six European markets.

Shopify + CartonCloud delivery app /cartoncloud-integration
Architecture case study of the Cloudflare Worker app and two-way fulfilment, tracking and ETA sync.

B2B weight-based pricing simulator /b2b-demo
Wholesale tier engine using integer cents and grams to avoid rounding errors, with boundary and invalid-input unit tests.

Chilled delivery calculator /chilled-delivery-demo
Australian postcode ETA model with dispatch cut-offs, weekend and holiday roll-forward, and zone delivery days.

Open code library github.com/bonvallite/developer-portfolio
49 tested Liquid and JavaScript examples (HMAC webhook verification, idempotent event handling, GraphQL pagination, GA4 purchase pixel), plus a publication-safety scanner in CI.

Python automation /python-automation
Pandas CSV merger and an offline FAQ retrieval CLI, both with synthetic-data tests in CI.

REFERENCE

Available upon request.

TRAINING

Foundations of CERT Operations
Cybersecurity, 12-hour certificate of attendance. DICT Region XII & BARMM, December 2023.

HOW I WORK

- Read existing code and history before editing
- One purpose per change, tested on a duplicate theme first
- Dated changelogs and inline notes for every release
- Claims backed by data: Clarity, Hotjar, GA4, CWV

REMOTE SETUP

PLDT fibre with two backup ISPs (Globe GFiber, Converge), 2 kW hybrid solar backup, Ryzen 5 7600X workstation with 32 GB RAM and dual 27″ monitors, plus a spare laptop.

BEYOND WORK

DEVCON community volunteer, medical missions, and distance running, from fun runs to 21 km.

LIVE PORTFOLIO

Scan to see the demos
Interactive case studies, code samples and CI results.