

SUSHIL MOHAN

Senior Shopify & Shopify Plus Designer & Developer | Figma to Liquid & Sprint Launches

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PROFESSIONAL SUMMARY

Senior Shopify & Shopify Plus Designer / Developer with **5+ years of dedicated experience** designing in **Figma** and writing clean, production **Liquid, HTML5, SCSS, and JavaScript**. Specializing in rapid **fixed 30-day sprint launches**, high-converting **Product Detail Pages (PDPs)** with custom swatches and 1-click upsells, modular **Online Store 2.0 (OS 2.0) JSON sections**, **Metafields schemas**, **Shopify Plus (Checkout Extensibility, Functions, Markets)**, and sub-2.5s LCP performance.

TECHNICAL & DESIGN ARSENAL

Shopify & Themes: Liquid Templating, Online Store 2.0 (OS 2.0), JSON Templates, Custom Sections & Dynamic Blocks, Theme App Extensions, Shopify CLI, Metafields & Metaobjects Modeling, Merchant-Friendly Admin Usability

Shopify Plus & Advanced: Shopify Plus Multi-Store, Checkout Extensibility & Custom UI Extensions, Shopify Functions, Shopify Markets (Multi-Currency/Duties), B2B Wholesale Portals, Headless/Hydrogen Familiarity

Design & Front-End: Figma (UI/UX, Wireframes, Design Systems), Adobe XD, HTML5, CSS3/SCSS, JavaScript (ES6+), React.js, Mobile-First Layouts, Conversion Rate Optimization (CRO), Sub-2.5s LCP Speed

Integrations & APIs: Klaviyo Automated Lifecycle Flows, Recharge Subscriptions, Yotpo, Judge.me, Matrixify, Platform APIs (Storefront GraphQL/REST, AJAX Cart, Sections API), Technical SEO & JSON-LD

PROFESSIONAL EXPERIENCE

Senior Shopify & Shopify Plus Designer / Developer | *Direct-to-Consumer (DTC) Brands & Studios* —

01/2023 – Present

Remote

- Lead end-to-end design and development of custom Shopify & Shopify Plus stores from **blank Figma canvases to production Liquid code** in rapid, fixed-sprint cycles.
- Architect high-converting Product Detail Pages (PDPs) with dynamic swatch matrices, custom rug sizing calculators, and 1-click upsells, driving a **+22% AOV increase**.
- Engineer modular **Online Store 2.0 JSON templates, custom sections, and Metafields schemas**, preserving clean merchant customization in the Shopify admin.
- Integrate third-party app ecosystems (**Klaviyo flows, Recharge Subscriptions, Yotpo, Boost Search**) and platform APIs (Storefront, AJAX Cart) with zero theme conflicts.
- Optimize storefront speed, image srcsets, and Core Web Vitals (**90+ performance scores, sub-2.5s LCP**) for lightning-fast mobile shopping.

Shopify Plus Theme Designer & Developer | *Miss Amara Group Limited* — *NSW, Australia (Remote)*

09/2021 – 01/2023

- Designed and shipped 4 high-growth regional storefronts (AU, NZ, HK, US) on Shopify Plus, tailoring visual branding, localized currency rules, and international duties.
- Built custom PLP collection filtering, lightweight zero-dependency AJAX wishlist modules, and countdown promotional banners in pure Liquid and JavaScript.
- Integrated Klaviyo automated customer lifecycle marketing flows, dynamic cart discount logic, and custom analytics pixels with 100% theme stability.

Shopify Front-End Designer & Developer | *Shoptrade Technologies Private Limited* — *Bengaluru, India*

02/2020 – 09/2021

- Designed and coded 5+ bespoke Shopify themes from scratch based on custom Figma/XD designs, adhering to clean code standards and mobile-first best practices.
- Engineered reusable store templates, custom sections, and Metafields schemas, empowering non-technical brand teams to manage landing pages independently.
- Built interactive front-end components and performed rigorous cross-browser performance audits to ensure zero layout shifts (CLS).

FEATURED APPS & LIVE STOREFRONTS

RecommendIQ Quiz App | *Published on Shopify App Store*

Theme App Extension

- Architected an interactive AI recommendation quiz app using **Shopify Theme App Extensions** and Storefront APIs for 1-click zero-conflict merchant installs.

Live Storefronts & Client Brands: *missamara.com.au, bumpboxx.com, angles90.com, antinorm.co, elanandearth.com.au, elevatione.com, mishmashnaturals.com.*

EDUCATION

Bachelor of Technology, Computer Engineering

06/2014 – 05/2018

Indian Institute of Information Technology (IIIT), Guwahati, India