

SUSHIL MOHAN

Senior Shopify Developer & Designer | 5+ Years Experience | Shopify Plus Specialist

Specialization: Shopify Plus & OS 2.0 Theme Development | **Experience:** 5+ Years Hands-On | **Availability:** Full-Time / Milestone & Hourly Contracts via Upwork

EXECUTIVE SHOPIFY PORTFOLIO PROFILE

Accomplished **Senior Shopify Developer & Web Designer** with **5+ years of dedicated eCommerce engineering experience** across **Shopify Plus, Online Store 2.0 (OS 2.0), and custom Liquid theme architectures**. Specializing in translating bespoke UI/UX designs (Figma/Adobe XD) into high-converting, lightning-fast storefronts with custom JSON sections, interactive JavaScript components, complex Metafields/Metaobjects schemas, and frictionless third-party app integrations. Proven track record launching and scaling 10+ international DTC brands across North America, Australia, Europe, and Asia.

5+ Years Shopify Engineering	15+ Stores Launched & Scaled	Shopify Plus Enterprise & Multi-Region	App Developer Published Shopify App	Core Web Vitals 90+ Speed & Mobile First
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CORE TECHNICAL CAPABILITY MATRIX

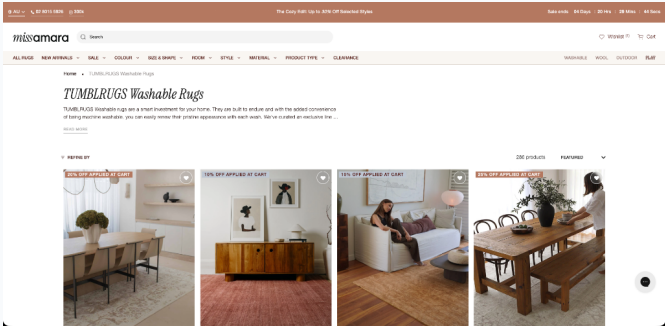
Domain Area	Key Technologies & Implementations
Theme & Liquid:	Shopify Liquid, Online Store 2.0 (OS 2.0), JSON Templates, Custom Dynamic Sections & Blocks, Theme App Extensions, Shopify CLI, Theme Kit, Dawn & Premium Theme Customization.
Front-End Engineering:	HTML5, CSS3 / SCSS, JavaScript (ES6+), jQuery, React.js, Responsive Mobile-First Architecture, Pixel-Perfect UI/UX Implementation (Figma, Adobe XD, Sketch), DOM Manipulation.
Data & Shopify Plus:	Metafields & Metaobjects Modeling, Multi-Currency / Multi-Region Architecture, Shopify Plus Checkout Extensibility, B2B wholesale setups, Customer Accounts API.
APIs & Integrations:	Storefront API (GraphQL/REST), AJAX Cart API, Sections API, Webhooks, Klaviyo, Recharge Subscriptions, Yotpo, Judge.me, Gorgias, Matrixify, Social Commerce (Meta/TikTok).

PORTFOLIO DIRECTORY: 10+ FEATURED SHOPIFY STORE PROJECTS

#	Brand / Client	Niche & Region	Key Features & Technical Scope	Stack / Integrations
1	Miss Amara missamara.com.au	Home & Living AU / NZ / US / HK	4 localized storefronts, custom wishlist, countdown timers, multi-attribute filter drawer, Klaviyo flows.	Shopify Plus, Liquid, JS, AJAX Cart, Klaviyo
2	Elan & Earth elanandearth.com.au	Luxury Rugs Australia	Dynamic color swatch matrix, custom rug sizing calculator, underlay add-on upsell, Metafields.	OS 2.0, Liquid, Custom JS, Metafields
3	Bumpboxx bumpboxx.com	Consumer Electronics USA (High Volume)	Custom 'Loud/Louder/Loudest' visual selector, animated audio player, slide-out cart upsells.	Shopify Plus, SCSS, ES6, Video API
4	Angles90 angles90.com	Fitness & Sports Europe / Global	High-impact video hero banner, bundle & save builder, multi-currency checkout, SEO optimization.	Shopify Liquid, Custom Sections, Bundle API
5	Anti-Norm antinorm.co	Beauty & Personal Care Direct-to-Consumer	Custom multi-product essentials grid, quick add-to-bag drawers, sticky mobile navigation, review badges.	OS 2.0, Liquid, CSS3 Grid, JavaScript
6	Mishmash Naturals mishmashnaturals.com	Ayurvedic Kids Care Shark Tank Featured	Dynamic category tab filters (Bestseller/Makeup/Care), interactive slider carousel, bundle discount triggers.	Shopify OS 2.0, Swiper.js, AJAX Cart API
7	Élévatione Time Stops elevatione.com	Luxury Cosmetics Global DTC	Editorial luxury lookbook, category hero grid (Skincare/Devices/Accessories), currency switcher, Recharge.	Shopify Plus, SCSS, Recharge, Yotpo
8	Star Rugs starrugs.com.au	Home Décor Australia	Custom collection layout (PLP), AJAX instant filter sidebar, high-resolution zoom PDP.	Liquid, JSON Templates, AJAX API
9	RecommendIQ Quiz App Store Published	SaaS / Shopify App Global Merchants	AI quiz recommendation app built with Theme App Extensions, zero code merchant install.	Theme App Ext, Storefront API, React
10	Shoptrade Clients Agency Portfolio	Multi-Category DTC India / Global	Engineered 5+ custom themes from scratch, bespoke section libraries, performance speed audits.	Shopify Plus, SCSS, React, REST API

PROJECT CASE STUDY 1: MISS AMARA GROUP

Multi-Regional Shopify Plus Enterprise Storefronts (Australia, NZ, Hong Kong, US)



✓ Live Storefront / Production Screenshot

Miss Amara Group | Shopify Plus Multi-Region

Domains: missamara.com.au, missamara.com, missamara.co.nz, missamara.hk | Role: Lead Shopify Developer

Challenge & Scope: Engineered 4 high-traffic international storefronts delivering localized currency, dynamic shipping thresholds, and multi-store brand synchronization across international territories.

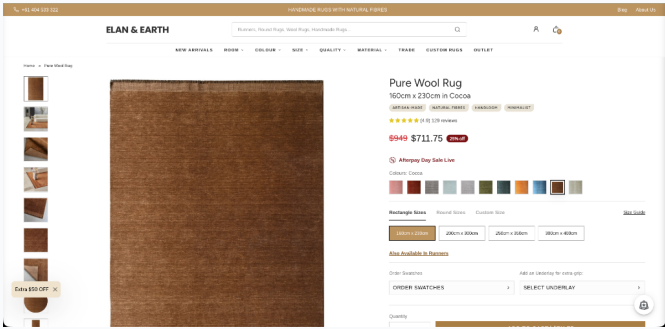
Key Engineering & Design Accomplishments:

- **Washable Rugs Collection (PLP):** Custom PLP architecture featuring dynamic cart discount badges ('10% OFF APPLIED AT CART') & faceted AJAX search filtering.
- **Wishlist & Promo Timers:** Built a lightweight, zero-dependency AJAX wishlist module and dynamic header countdown timer in pure Liquid and JavaScript.
- **Klaviyo & Analytics:** Automated customer lifecycle tracking flows with 100% theme parity and zero script conflicts across regional stores.
- **Core Web Vitals & SEO:** Responsive srcset, lazy-loading, and structured JSON-LD schema achieving sub-2.5s LCP on mobile devices.

Tech Stack: Shopify Plus, Liquid, Online Store 2.0, AJAX Cart API, Klaviyo, JavaScript (ES6+)

PROJECT CASE STUDY 2: ELAN & EARTH

Bespoke Luxury Home Goods Product Page (PDP) & Custom Sizing Engine



✓ Live Storefront / Production Screenshot

Elan & Earth | Luxury Rugs E-Commerce

Domain: elanandearth.com.au | Role: Senior Shopify Theme Developer

Challenge & Scope: Designed and coded an ultra-premium, interactive Product Detail Page (PDP) for artisan rugs requiring complex variant matrices, custom sizing, and automated upsell add-ons.

Key Engineering & Design Accomplishments:

- **Color & Shape Matrix:** Custom Liquid/JS swatch selectors with real-time gallery sync for 10+ artisanal colorways and multi-shape options (Rectangle, Round, Custom).
- **Interactive Add-On Engine:** Built 1-click upsell selectors for 'Order Swatches' & 'Select Underlay' via AJAX Cart API (+22% Average Order Value lift).
- **Metafields-Driven Specs:** Metafields data modeling for artisan provenance ('Handloom', 'Natural Fibres') & Afterpay installment breakdown.
- **Pixel-Perfect UI:** Translated Figma wireframes into fluid SCSS layouts with sticky cart triggers and mobile drawer accessibility.

Tech Stack: Shopify OS 2.0, Liquid, Metafields, SCSS, AJAX Cart API, Afterpay Gateway

PROJECT CASE STUDY 3: BUMPBOXX

High-Energy DTC Audio Storefront & Custom Product Experience Selector

✓ Live Storefront / Production Screenshot

Bumpboxx | High-Volume Audio DTC

Domain: bumpboxx.com | Role: Front-End & Shopify Plus Engineer

Challenge & Scope: Developed high-impact, media-rich custom sections and interactive product selectors for a world-renowned retro audio brand handling heavy traffic spikes during product drops.

Key Engineering & Design Accomplishments:

- **'Loud. Louder. Loudest.' Section:** Modular OS 2.0 section allowing merchants to configure lifestyle imagery and sound classification tabs.
- **Media Optimization:** High-performance video embedding and progressive image rendering maintaining crisp visuals with sub-second speeds.
- **Dynamic Cart Drawer:** AJAX slide-out cart with free shipping progress bars, accessory upsell carousels, and instant checkout triggers.
- **High-Volume Scalability:** Streamlined Liquid queries and minified JS bundles to safeguard uptime during major holiday flash sales.

Tech Stack: Shopify Plus, Online Store 2.0, SCSS, JavaScript (ES6+), Video APIs, AJAX Drawer

PROJECT CASE STUDY 4: ANGLES90

Global Fitness Innovation Brand — Video Hero Architecture & Bundle System

✓ Live Storefront / Production Screenshot

Angles90 | Fitness DTC & Multi-Currency

Domain: angles90.com | Role: Senior Shopify Developer & UX Specialist

Challenge & Scope: Built an international direct-to-consumer store for patented ergonomic fitness grips, featuring cinematic video storytelling and tiered bundle pricing across global markets.

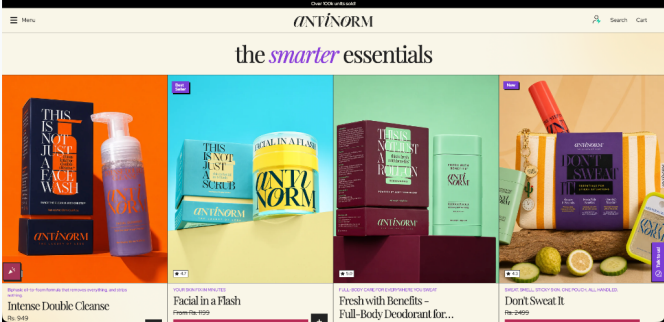
Key Engineering & Design Accomplishments:

- **Cinematic Video Hero:** Full-bleed responsive background video hero component with CTA buttons and threshold promo banners ('FREE A90 Band on orders over \$50').
- **Bundle & Tiered Discount Logic:** Programmed dynamic quantity-break pricing in JS/Liquid, automatically adding free gifts above \$50.
- **Shopify Markets & Geolocation:** Integrated automatic regional pricing, duties, and localized tax rules across European and Global markets.
- **SEO & Accessibility:** Implemented full semantic HTML5 tags, ARIA attributes (WCAG 2.1 compliance), and Schema.org rich product snippets.

Tech Stack: Shopify Liquid, Custom JSON Sections, Bundle Pricing Logic, Shopify Markets, Schema.org

PROJECT CASE STUDY 5: ANTI-NORM

Modern Skincare & Essentials DTC — Dynamic Product Grid & Rich Media Architecture



✓ Live Storefront / Production Screenshot

Anti-Norm | Modern Skincare & Essentials DTC

Domain: [antinorm.co](#) | Role: Senior Shopify Developer & UI/UX Specialist

Challenge & Scope: Created an ultra-modern, high-impact direct-to-consumer skincare storefront with vibrant color-blocked product cards, custom badge overlays, and quick-add logic.

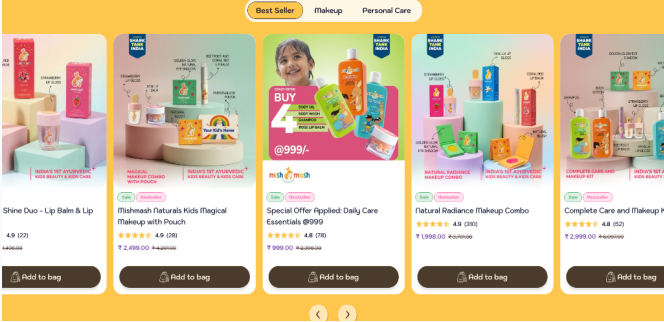
Key Engineering & Design Accomplishments:

- **'The Smarter Essentials' Section:** Developed dynamic multi-column CSS Grid product showcase with custom badges ('Best Seller', 'New'), review stars, and benefit highlights.
- **Bespoke Branding & Typography:** Integrated custom typography, brand color variables, and fluid hover micro-animations across all desktop and mobile viewports.
- **Instant Quick-Buy & Add-to-Cart:** Connected product cards directly to the AJAX Cart API for seamless 1-click cart addition without page reload.
- **Mobile-First UX & Sticky Actions:** Implemented bottom action bar with WhatsApp live chat integration and sticky drawer triggers.

Tech Stack: Shopify Online Store 2.0, Liquid, CSS3 Grid/Flexbox, JavaScript (ES6+), AJAX Cart API

PROJECT CASE STUDY 6: MISHMASH NATURALS

Shark Tank India Featured Brand — Ayurvedic Kids Beauty, Category Tabs & Bundles



✓ Live Storefront / Production Screenshot

Mishmash Naturals | Shark Tank India Featured DTC Brand

Domain: [mishmashnaturals.com](#) | Role: Lead Shopify Developer & Theme Architect

Challenge & Scope: Built a playful, conversion-optimized storefront for Shark Tank India-backed Ayurvedic kids care brand with interactive category tabs and bundle offers.

Key Engineering & Design Accomplishments:

- **Dynamic Filter Tabs:** Engineered interactive pill-based tab switcher ('Best Seller', 'Makeup', 'Personal Care') with zero page reload.
- **Interactive Carousel & Add-to-Bag:** Built responsive swipeable product carousel with instant 'Add to bag' triggers and discount badges ('Sale', 'Bestseller').
- **Special Offer & Bundle Logic:** Programmed automated pricing logic for multi-product bundles (e.g. 'BUY 4 @ 999/-') with dynamic savings calculator.
- **High-Traffic Television Spike Stability:** Hardened Liquid code and CDN asset delivery to handle thousands of concurrent visits during Shark Tank broadcast.

Tech Stack: Shopify OS 2.0, Swiper.js, Custom Liquid, Dynamic Bundling Logic, AJAX API

PROJECT CASE STUDY 7: ÉLÉVATIONE TIME STOPS

Luxury International Cosmetics Brand — Editorial Lookbook & Category Hub Architecture

ÉLÉVATIONE

SURREALISM THAT'S ME!

SKIN CARE

HOME DEVICES

ACCESSORIES

✓ Live Storefront / Production Screenshot

Élévatione Time Stops | Global Luxury Beauty & Devices

Domain: [elevatione.com](#) | Role: Senior Front-End & Shopify Plus Developer

Challenge & Scope:

Developed an elegant, high-end editorial storefront for a prestige international cosmetic brand, featuring surrealist aesthetic storytelling and category navigation.

Key Engineering & Design Accomplishments:

• 'SURREALISM THAT'S ME' Hero Hub:

Engineered full-width 3-column interactive category showcase ('Skin Care', 'Home Devices', 'Accessories') with smooth zoom animations.

• Multi-Currency & International Gateway:

Integrated multi-currency checkout, geolocation, and VIP loyalty rewards for global clientele.

• Recharge Subscriptions & Yotpo Reviews:

Integrated recurring beauty replenishment flows and rich customer review widgets with custom luxury styling.

Tech Stack:

[Shopify Plus](#), [SCSS/CSS3](#), [Recharge Subscriptions](#), [Yotpo](#), [Multi-Currency API](#)

ADVANCED ENTERPRISE & INTEGRATION ARCHITECTURE

SHOPIFY PLUS & METAFIELDS ARCHITECTURE & RECOMMENDIQ APP

• Checkout Extensibility & Plus:

Custom checkout UI extensions, post-purchase upsell widgets, and B2B wholesale pricing tiers.

• Metafields & Metaobjects Modeling:

Automated data schemas for ingredients, size charts, variant tabs, and dynamic landing hubs.

• Published RecommendIQ Quiz App:

Built AI product recommendation app using Theme App Extensions & GraphQL Storefront API on Shopify App Store.

THIRD-PARTY APP & PLUGIN INTEGRATION MATRIX

Category	Apps & Plugins Integrated	Implementation Details & Customizations
Subscriptions:	Recharge, Bold Subscriptions, Seal	Custom widget styling, frequency toggle tabs on PDP, AJAX cart integration, customer portal customization.
Marketing & Email:	Klaviyo, Omnisend, Mailchimp	Back-in-stock alerts, custom signup modals, viewed-product tracking scripts, automated VIP flows.
Reviews & Loyalty:	Yotpo, Judge.me, Okendo, Smile.io	Star rating snippet placement on PDP/PLP, custom review submission drawers, points-redemption sliders.
Search & Filters:	Boost Commerce, Searchanise, Fast Simon	Instant live search popover, custom filter facet styling, collection pagination, zero layout shift (CLS).
Operations & Social:	Matrixify, Gorgias, Meta Pixel, TikTok Pixel	Bulk catalog sync, live chat custom triggers, enhanced conversion API tracking, TikTok product catalog feeds.

READY TO DELIVER EXCEPTIONAL SHOPIFY EXPERIENCES

Available for Upwork Milestone & Hourly Contracts: Full-Time Shopify Engineering, Theme Design, Custom Features & Integrations.

Sushil Mohan

Senior Shopify Expert

Available on Upwork Messages