

Sultan Ahmad

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Professional Summary

Senior Shopify Engineer and Technical Lead with 8+ years of experience architecting high-scale e-commerce platforms, custom Shopify apps, checkout extensions, and headless storefronts. Delivered checkout-critical implementations including Shopify Functions (Script-to-Function migration), Checkout UI Extensions, subscription systems, and payment gateway integrations across multi-store Shopify Plus ecosystems. Expert in API orchestration with rate-limit-safe strategies, retry/backoff logic, Prisma-backed queue architectures (AWS ECS, SQS), and Shopify Bulk Operations for high-volume data processing. Led cross-functional teams of 4 including junior developers, QA, and designers — managing end-to-end project delivery with direct client communication for requirement gathering. Built production AI agents with agentic workflows, tool orchestration, and MCP-style integrations for commerce automation.

Skills

- Shopify Ecosystem: Liquid, Online Store 2.0, Theme App Extensions, Shopify Functions (Wasm/JS), Checkout UI Extensions, Hydrogen, Oxygen, Shopify CLI, App Bridge, Polaris, Shopify Plus, Script-to-Function Migration, Metafields, Metaobjects, Shopify Flow, Shopify Launchpad, Shopify Search and Discovery, Shopify Script Editor
- Languages & Frameworks: TypeScript, JavaScript, PHP, Python, Ruby on Rails, React.js, Remix, Node.js, Laravel, CodeIgniter
- Shopify APIs: Admin GraphQL API, REST API, Storefront API, Bulk Operations API, Webhooks, Cart Transform API, Subscription Contracts, OAuth Flows
- Frontend: HTML, CSS, SCSS, JavaScript, jQuery, Tailwind, Bootstrap, Shopify Polaris, Blade Templating, Liquid
- Backend & Data: MySQL, SQLite, Prisma ORM, Queue Management (Laravel Jobs, SQS, ECS Workers, Supervisor), In-memory Caching, Background Job Processing, Event-driven Architecture
- Infrastructure & DevOps: AWS (ECS, SQS), Docker, CI/CD (GitHub Actions), Linux CLI, Ubuntu, Git, GitHub, Bitbucket, Shopify CLI, fly.io, SonarQube, Trivy, Gitleaks
- CMS & Platforms: Shopify, WordPress, Wix, Magento, Squarespace
- Testing: Vitest, PHPUnit, Selenium (E2E), CI-integrated Test Pipelines
- AI & Automation: Agentic Workflows, Tool Orchestration, Multi-step Reasoning, MCP-style Integrations
- Design & Prototyping: UI/UX Design, Figma, Photoshop, Prototyping
- Performance: Core Web Vitals Optimization, Lighthouse, PageSpeed Insights, CRuX, Lazy Loading, Script Isolation, SEO Best Practices
- Analytics: Google Analytics (GA4)
- Leadership & Communication: Team Leadership (4-person cross-functional teams), Mentoring Junior Developers, Direct Client Communication, Requirement Gathering, Cross-Functional Collaboration
- Project Management: Monday.com, Trello, Jira
- Global Collaboration: Worked with US, UK, UAE, and Australian clients

Work Experience

Senior Shopify Developer & Team Lead | Contract | 2025 – Present

- Leading end-to-end Shopify development projects, managing a team of 4 including junior developers, QA, and a designer — owning planning, sprint execution, and delivery

- Conducting direct client calls for requirement gathering, scope definition, and progress updates across multiple concurrent projects
- Architected Shopify-to-external-system connector for bi-directional product and order sync across multiple stores using Prisma-backed queue system and AWS ECS workers
- Implemented idempotent webhook handling with deduplication logic to prevent redundant API calls from Shopify's duplicate product update triggers, ensuring data integrity across systems
- Engineered queue-based API orchestration with adaptive rate limiting (*plimit*) and retry/backoff strategies to sync 10,000+ products without exceeding API thresholds on either system
- Built Shopify-NetSuite connector automating daily sales and refund reports per SKU, integrating ShipHero API to decompose pre-made bundle products into individual component SKUs
- Processed high-volume webhook traffic (50+ orders/min) using Laravel Jobs, SQS, and Supervisor for reliable background job execution
- Expert in handling high Shopify webhook volumes with robust backend architecture and queue-based processing
- Delivered merchant-friendly tools for product management, analytics, and automation
- Proficient in Liquid, React, Laravel, TypeScript, and Shopify APIs, enabling deep platform customization
- Improved theme performance and user experience through advanced JavaScript and Shopify theme optimization

Senior Shopify Developer | Firebrand Digital, Sydney, NSW, Australia | 2021 – 2025

- Led a cross-functional team of 4 (junior developers, QA, designer), providing mentorship, code reviews, and knowledge sharing to foster team growth
- Engaged directly with clients to gather requirements, provide progress updates, and deliver training on new features and systems
- Participated in daily standups and weekly project planning sessions, reviewing milestones, adjusting priorities, and ensuring team alignment
- Collaborated cross-functionally with designers and marketers to align technical solutions with business goals
- Led migration from Shopify Scripts to Shopify Functions — built discount functions, cart validation functions, and cart transformation logic with merchant-configurable settings via Remix + Polaris UI
- Built and deployed Returns & Exchange App (Laravel + React + Shopify API) processing 1,000+ return requests daily across multiple stores with PayPal and store credit refund integration
- Developed Checkout UI Extensions for custom shipping rates, conditional payment methods, upsell modules, promotional banners, and order notes — all driven by real-time cart/checkout data
- Architected headless storefront on Shopify Hydrogen (React + Remix), deployed to Oxygen with real-time ERP integration (NetSuite, SAP) for ATP inventory and multi-location stock visibility
- Designed and maintained 15+ custom Shopify 2.0 themes (see Shopify Stores section below)
- Built custom Shopify apps to extend store functionalities, including subscription management, customer tagging, and returns processing — addressing unique business needs per client
- Integrated third-party services and APIs including payment gateways (Stripe, PayPal), shipping providers (StarshipIt), CRM systems, and ERP platforms (NetSuite, SAP) to streamline operations
- Achieved 90+ Lighthouse scores through lazy loading, script deferral, preconnect/prefetch hints, Section Rendering API, and CLS optimization across all storefronts
- Set up CI/CD pipelines via GitHub Actions with Gitleaks, Trivy, SonarQube, and Prettier for automated security scanning, code quality, and formatting enforcement
- Containerized Shopify apps with Docker for consistent development, testing, and production deployment
- Utilized Git for code versioning, enabling collaborative development and efficient tracking of changes
- Maintained comprehensive documentation for all developments, facilitating future updates and onboarding of new team members

- Stayed updated with Shopify's latest features and implemented necessary platform updates to maintain compatibility

Shopify Developer | Altius, Vashi, Navi Mumbai | 2019 – 2020

- Developed custom Shopify storefronts with AJAX-based product filtering using JSON & JavaScript, displaying color variants as individual products on collection pages
- Customized and enhanced Shopify themes using Liquid, HTML, CSS, and JavaScript to align with project requirements and brand guidelines
- Integrated third-party Shopify apps and APIs to extend store functionalities, ensuring seamless user experiences
- Built subscription-based e-commerce platform (WordPress + Stripe) with recurring payments integration and automated billing lifecycle management
- Redesigned a Magento 2.0 e-commerce platform, streamlining product navigation and improving performance for large catalog browsing
- Ensured responsive, mobile-friendly design functioning smoothly across various devices and browsers
- Optimized website speed and performance through code refinement and efficient asset management
- Supported identification and resolution of technical issues to maintain smooth store operations
- Contributed to maintaining clear documentation for developments, facilitating knowledge sharing within the team
- Worked closely with designers, senior developers, and project managers to deliver cohesive e-commerce solutions
- Participated in daily standups and weekly planning sessions to align tasks, share updates, and adjust priorities
- Actively sought and incorporated feedback from supervisors and team members to improve work quality

Web Developer | Vowel Web, Nagpur, Maharashtra | 2017 – 2019

- Developed 4 custom Shopify apps — Product Image Customizer (Laravel + Shopify API), Payment Plan (Stripe installments), Promo App (automated discount logic), and Post-Upsell App (post-purchase upsell offers) — each extending core Shopify functionality
- Built Product Image Customizer enabling merchants to add custom prints to products and auto-generate SKUs using Laravel, Shopify API, and PHP
- Created Payment Plan App (Stripe + Shopify) allowing flexible installment-based payments, increasing checkout conversion
- Developed Promo App automating discount logic and promotional campaigns within the storefront
- Built Post-Upsell App adding post-purchase upsell offers, directly increasing average order value (AOV) for merchants
- Built a WooCommerce Product Filter Plugin for WordPress, improving product discoverability and user engagement
- Customized Shopify themes using Liquid, HTML, and CSS to meet client specifications
- Ensured responsive, mobile-friendly design across various devices and browsers
- Maintained clean, organized codebases using Git with regular code reviews
- Worked closely with designers and senior developers to implement new features and resolve issues
- Engaged in regular training sessions and self-study to stay updated with latest web development trends

Project Experience

Shopify Apps & Integrations

Multi-Store Product & Order Sync Connector (Shopify-to-External System)

Role: Lead Developer

Stack: Remix, TypeScript, Prisma ORM, AWS ECS, SQS, Shopify Admin GraphQL API, Shopify Bulk Operations API, Webhooks, External System APIs

- Engineered multi-store Shopify connector for bi-directional product and order sync with external systems via authenticated API integration
- Implemented Prisma-backed queuing system with per-page query batching and sequential processing via AWS ECS workers, preventing rate limit violations on both Shopify and external APIs
- Built idempotent webhook handling — deduplicated Shopify's multiple product update webhook triggers before processing, ensuring data consistency
- Implemented retry/backoff strategies and adaptive throttling (plimit) to maintain compliance with rate limits across all integrated systems
- Used Shopify Bulk Operations API (GraphQL bulk queries & mutations) for large-scale product data updates across stores
- For subsequent product updates, used Shopify product webhooks with queue-based processing for scalability across multiple stores

Shopify-NetSuite Sales & Refund Connector

Role: Lead Developer

Stack: Remix, TypeScript, Prisma, Shopify Orders API, ShipHero API, CSV Generation

- Built a connector app that pulls data from Shopify Orders API to generate automated daily sales and refund reports per SKU for NetSuite import
- Integrated ShipHero API to decompose pre-made bundle products into individual component SKUs, accurately reflecting per-item sales in reports
- Developed merchant-facing UI with date range selector and toggle between detailed (per-order) and combined (per-SKU) report views

Script Editor to Shopify Functions Migration

Role: Lead Developer

Stack: Remix, TypeScript, Shopify Functions (Wasm/JS), Checkout UI Extensions, Shopify CLI, App Bridge, Polaris

- Led migration from legacy Shopify Script Editor to modern Shopify Functions — built discount functions and cart validation functions to apply checkout discounts based on configurable business rules
- Developed a merchant-configurable settings page within the app using Remix + Polaris web components
- Built Theme App Extension for add/remove and quantity limiting logic via JavaScript injection, with conditions configurable from the app admin
- Ensured seamless, personalized checkout experience across multiple scenarios

Headless Commerce Architecture & Hydrogen

Role: Lead Developer

Stack: Shopify Hydrogen, React.js, Remix, Shopify Oxygen, Shopify Storefront API, GraphQL, NetSuite/SAP Integration, Node.js, 3PL API Integration, Real-time ATP, Performance Optimization

- Architected and led development of a high-performance, scalable headless e-commerce storefront using Shopify Hydrogen (React + Remix), engineering complex integrations with enterprise ERP systems
- Real-Time ERP Integration: Integrated with ERP systems (NetSuite, SAP) to implement real-time inventory/ATP (available-to-promise) logic
- Multi-Location Inventory: Enabled dynamic stock visibility on Product Detail Pages (PDP) and Cart, displaying precise inventory availability per warehouse/store location to improve conversion and logistics accuracy

- **Advanced Order Tracking:** Developed a custom account portal pulling order status and shipment tracking directly from ERP and 3PL providers, offering customers live updates beyond standard Shopify statuses
- **Hydrogen Architecture & Deployment:** Built and deployed the headless application on Shopify Oxygen, managing end-to-end pipeline with edge rendering for low-latency performance
- **API Management:** Orchestrated data flow between Shopify Storefront API (product/catalog data) and external ERP APIs, optimizing data fetching strategies to maintain fast render times despite heavy third-party data dependencies
- **Performance Optimization:** Monitored and optimized Core Web Vitals (FCP, LCP, CLS) using Lighthouse and PageSpeed Insights, implemented caching strategies and asset lazy loading to mitigate external API impact on page speed
- **Component Development:** Created reusable React components for complex UI elements, ensuring mobile responsiveness and UI consistency across the headless storefront

Subscription Management Shopify App (Payment Gateway Integration)

Role: Lead Developer

Stack: Laravel, PHP, Shopify Order API, Shopify Webhooks, Stripe Subscriptions API, Payment Gateway Integration, JavaScript, MySQL

- Built a custom Shopify subscription app in 2018, prior to Shopify's native subscription APIs, using Laravel and Stripe Subscriptions API
- Designed a hybrid subscription architecture where Stripe handled recurring payments while Shopify managed orders and fulfillment
- Implemented frontend JavaScript logic to tag subscription orders using line-item properties and order notes during checkout
- Processed Shopify Order Creation webhooks to automatically create and manage subscriptions in Stripe
- Developed backend workflows to generate renewal orders in Shopify on each subscription cycle and maintain synchronization between Stripe subscriptions and Shopify orders
- Ensured secure, fault-tolerant handling of subscription renewals, order creation, and payment events

Returns & Exchange App

Role: Lead Developer

Stack: React.js, Laravel, PHP, Shopify REST API, Shopify GraphQL API, Shopify Webhooks, PayPal API, StarshipIt API, HTML, CSS, Blade Templating, Shopify App Proxy, MySQL

- Built a multi-store Shopify app (wandererstravelco.com) using Laravel PHP + Osiset package, processing 1,000+ return requests daily
- Enabled customers to initiate return requests without needing a Shopify account — login via order details
- Developed merchant dashboard with real-time tracking, search/sort/filter, one-click approvals, and instant refund/exchange processing
- Added merchant ability to customize refund amounts, issue store credit, and modify exchanged items directly within the interface
- Wrote Selenium E2E test scripts for automated browser testing of the full returns flow

Customer Cohort — Automated Tagging System

Role: Lead Developer

Stack: React.js, Laravel, PHP, Shopify REST API, Shopify GraphQL API, Shopify Webhooks, HTML, CSS, Blade Templating, Shopify App Proxy, MySQL

- Built a Shopify app to auto-tag customers based on purchase history, enabling personalized marketing experiences
- Used Shopify webhooks (order creation) to instantly tag customers in real time

- Implemented scheduled nightly cron jobs to re-evaluate order data and update customer tags accordingly
- Tags enabled merchants to deliver targeted marketing, promotions, and onsite experiences, improving customer segmentation and behavioral personalization
- Deployed using Shopify CLI + fly.io CLI for reliable hosting

Checkout Extensions & Shopify Functions

Role: Lead Developer

Stack: React.js, Remix, Checkout UI Extensions, Shopify Functions, Shopify CLI, fly.io, Shopify Storefront API, Checkout Extension Hooks, App Bridge, Polaris

- Migrated legacy checkout.liquid customizations to modern Checkout UI Extensions and Shopify Functions
- Audited existing custom logic and rebuilt features using UI extensions + functions to future-proof against deprecation
- Created dynamic UI components: product upsell modules (e.g. priority processing), banners, modals, custom order notes — all driven by real-time cart/checkout data
- Built Shopify Functions to customize shipping options and payment methods based on business logic
- Modified cart items using cart transformation function and applied order/product discounts through discount functions
- Ensured seamless, personalized checkout experience across multiple scenarios

Shopify Hydrogen (Associate Contribution)

Role: Associate Developer

Stack: React.js, Remix, Hydrogen, Oxygen, Shopify CLI, fly.io, Storefront API, SSR/Edge Rendering

- Contributed to building responsive, high-performance Home and Product pages in a custom Shopify storefront using Hydrogen (React + Remix)
- Integrated with Shopify Storefront API to fetch product/collection data, handle dynamic content, images, and pricing
- Employed SSR and Remix loaders for caching and optimized data fetching, reducing latency and improving Time to First Byte
- Collaborated with design & UX teams to recreate mockups into componentized React components with pixel-perfect, mobile-responsive implementation
- Ensured SEO best practices: structured data, meta tags, lazy-loaded images, accessible markup

AI Agentic Workflows for Developer Tooling

Role: Creator & Developer

Stack: Python, OpenAI API, Google Gemini API, MCP Integrations, Monday.com API, Git

- Built multiple production AI agents for day-to-day developer workflows:
- Git Commit Agent: Generates commit headlines and messages based on current code changes
- Daily Status Agent: Produces daily standup reports from committed code changes and chat history
- Code Review Agent: Reviews code locally, flagging security concerns and issues that GitHub Copilot reviewer would catch
- Monday.com Task Agent: Reads user story points and codebase, then generates micro dev tasks via Monday.com API
- Resume Builder Agent: AI-powered resume optimization with ATS keyword analysis
- Designed multi-step reasoning pipelines with tool orchestration and MCP-style API integrations

Shopify Stores — Custom Theme Design & Development

Stack: Shopify Liquid, HTML, CSS, SCSS, JavaScript, jQuery, Shopify 2.0, Online Store 2.0 Sections & Blocks, Metafields, Metaobjects, Figma, Photoshop, PSD to HTML, Theme App Extensions

- Designed, developed, customized, and optimized fully bespoke Shopify themes across 15+ stores for global brands in apparel, accessories, travel, wellness, beauty, and lifestyle
- Translated Figma and Photoshop designs into pixel-perfect, mobile-first Shopify themes with responsive layouts across all devices and browsers
- Built modular, reusable, merchant-configurable sections and blocks using Online Store 2.0 architecture with dynamic schema configuration
- Implemented advanced AJAX-based product filtering, custom predictive search, color-based product representation, and dynamic collection page templates
- Utilized Metafields and Metaobjects to display product-specific details (size, fit, model measurements, fabric information) dynamically
- Led Shopify 1.0 to 2.0 theme migrations — preserving custom features while unlocking reusable sections, improved templating, and better performance
- Optimized Core Web Vitals (FCP, LCP, CLS, TBT) across all storefronts using Lighthouse, PageSpeed Insights, and CRuX — achieving 90+ Lighthouse scores
- Applied performance techniques: Intersection Observer for on-demand loading, asset lazy loading, preconnect/prefetch/preload resource hints, Section Rendering API for intelligent section loading, custom script blocking/deferral for app-injected JS, font-display: swap with preloaded critical fonts, inlined critical CSS, and minimized render-blocking resources
- Ensured visual stability by reserving space for dynamic content (width/height, aspect ratio), avoiding layout shifts especially for post-render injected content

Stores:

- therabody.com — Senior Developer, global health & wellness brand
- wandererstravelco.com / .co / .eu / .uk — Senior Developer & Maintainer, 4 regional stores on a single codebase
- shadyrays.com — Lead Developer, Shopify 2.0 migration with heavy customization
- vineapparel.com — Lead Developer, built on 1.0 then migrated to 2.0 with advanced AJAX filtering
- wearwellow.com — Lead Developer, built from scratch on Shopify 2.0, mobile-first
- supergoop.com — Developer, premium skincare brand UI enhancements
- zestypaws.com — Developer, pet wellness brand custom features
- ethique.com — Developer, sustainable beauty store enhancements
- carvedesigns.com — Developer, women's apparel store optimization
- neoballs.com — Associate Developer, engaging product showcase
- shoefreaks.com — Associate Developer, fully custom theme from PSD

Education

Bachelor of Engineering in Electronics & Telecommunication | Anjuman College of Engineering & Technology, Nagpur | RTMNU | 2014 – 2017

- CGPA: 7.8 / 10

Diploma in Electronics Engineering | Dr. Panjabrao Deshmukh Polytechnic, Amravati, Maharashtra | 2011 – 2014

- Percentage: 75.49%