



Ali Hassan.

FULL STACK WEB DEVELOPER · SHOPIFY EXPERT

Manchester, UK · Age 29

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PROFILE

I am a professional **software engineer, full-stack web developer and data analyst** with **10+ years** of experience developing websites and web applications, including **6+ years** specialising in Shopify. I hold a Master's degree in Applied Artificial Intelligence and Data Analytics and a Bachelor of Science in Software Engineering, giving me a strong technical foundation paired with a data-driven approach to solving complex commerce problems. I specialise in building and extending Shopify 2.0 stores through advanced Liquid development, custom sections and blocks, Shopify Functions, Admin and Storefront GraphQL API integrations, webhooks, third-party API connections and end-to-end ERP integrations, having built and customised e-commerce solutions ranging from single-product stores to enterprise platforms supporting complex workflows and high order volumes. I've led Shopify and ERP integration work for organisations including **Manchester United, WPBSA, FIM Moto and Valor Group**, and was recognised as **MVP** within just two months of my role as a Shopify developer at XEE Creatives, demonstrating my ability to deliver impactful, technically sound results in fast-paced environments. A full portfolio of my recent projects and case studies is available at aliyourdev.com.

EXPERIENCE

● **2024 – Present** Redsoda acquired by Behrens

Senior Shopify Developer

Sir Jacob Behrens & Sons, Manchester, UK

At Sir Jacob Behrens & Sons, a 190-year-old business, I lead end-to-end integration of our Shopify stores with our internal ERP systems, engineering seamless, near real-time synchronisation of orders, customers, products, inventory, invoicing, shipping and returns across platforms to reduce manual processes to near zero. I build and maintain full stores and themes using Liquid, HTML, CSS, JSON and JavaScript, extend functionality through Shopify's GraphQL Admin API, Storefront API and webhooks, and develop custom-made functions and backend logic via Node.js, TypeScript and Shopify's APIs to solve problems the platform can't handle out of the box. I design pixel-perfect, reusable sections and custom blocks that add real value to internal processes and the end-user experience, and I own the performance, SEO and technical health of every store I build.

Key projects: Designed and built the Official Snooker Store for WPBSA on Shopify, connected to their ERP system for order, inventory and fulfilment management, then engineered a real-time single sign-on bridge between the store and WPBSA's Play Snooker app — a custom API that syncs PlayPlus membership status the instant it changes, automatically applying subscriber discounts and replacing a \$149/month third-party app that only updated status at login. Architected multi-vertical storefronts for Merch Team, including Valor, The Hybrid Games, Sale Sharks, The Sugar House and LUSU, all hosted on a single Shopify store — each vertical behaves as a fully independent store with its own theme, custom sections and cart logic, with session-based routing keeping shoppers on the storefront they landed on, while every storefront still syncs back to the same ERP. Currently building a fully bespoke, dynamic Shopify 2.0 store for Dip and Doze with custom reusable sections and metaobject-powered sale automation, alongside a fully bespoke, hand-coded website for Behrens Group hosted directly on a server for complete control over performance and architecture.

Beyond development, I run paid and on-site marketing campaigns to drive traffic and sales, collaborate closely with designers and stakeholders, analyse performance and sales data to inform decisions, and implement security measures to protect customer data. I've had the privilege of working with organisations including WPBSA, FIM Moto, Manchester United, Valor Group, FGH Security, Professional Security and The Royal Edinburgh Military Tattoo, among many others.

● 2022 – 2024 After MSc

Lead Shopify Developer

Redsoda Co., Manchester, UK

As Lead Shopify Developer, I owned complete Shopify store builds end-to-end for multiple businesses, from information architecture and theme development in Liquid, HTML, CSS and JavaScript, to third-party app and API integrations, inventory systems and multi-channel marketing. I planned and executed promotional campaigns across social media channels including Facebook and Instagram, managed influencer partnerships, and continuously monitored stock and sales channels across every store to keep them operating smoothly. I analysed and reported on key data to inform strategic decisions, demonstrating my ability to deliver impactful results across dozens of live stores in fast-paced environments.

● 2021 – 2022 While studying MSc

Part-Time Shopify Developer

EcomBiz Hub, Remote

Working remotely part-time as a Shopify developer for EcomBiz Hub, I built and customised Shopify stores to client specifications, including backend Liquid development and bespoke functionality changes requested by clients, alongside my MSc studies.

● 2020 – 2021 After BSc

Shopify Developer

XEE Creatives, Pakistan

I designed and developed over 400 Shopify stores and WordPress websites for clients worldwide, maintaining consistent communication throughout each project to ensure requirements were met and consistently delivering on time. My work spanned print-on-demand, single-product and drop-shipping stores, specialising in custom theme coding — backend Shopify Liquid programming and frontend customisation using HTML, CSS and JavaScript. I also mastered Shopify's marketing tools, setting up and integrating social media ad accounts and running targeted campaigns to drive sales, and managed e-commerce operations across both Shopify and WordPress platforms.

● 2016 – 2020 While studying BSc

University of Lahore, Pakistan

During my BSc in Software Engineering, I worked on various projects, including web and mobile applications. The most significant project was a web app developed using the ASP.NET MVC framework and a mobile app created with Android Studio. This project connected to hardware via Arduino Uno, measuring the level of a water dispenser in real-time through the Google Firebase database. Both the web and mobile app frontends were updated in real-time, and the system included a backend management component. We received funding from Ignite.org.pk to support this project, which I presented as my final year project (FYP).

EDUCATION

2021 – 2022

MSc Applied AI & Data Analytics

University of Bradford, UK. During my Master of Science (MSc) in Applied Artificial Intelligence and Data Analytics, I gained a comprehensive understanding of the principles and applications of AI and data analytics. The programme emphasised the use of programming languages such as Python and R, enabling me to conduct advanced data analysis and develop predictive models. I learned to build and implement machine learning algorithms, enhancing my ability to analyse large datasets and extract meaningful insights.

Through hands-on projects, I developed skills in data modelling, statistical analysis, and data visualization, which are essential for making data-driven decisions. The curriculum also covered topics such as natural language processing, deep learning, and ethical considerations in AI, equipping me with a well-rounded perspective on the impact of AI technologies.

2016 – 2020

BSc Software Engineering

University of Lahore, Pakistan. During my Bachelor of Science (BSc) in Software Engineering, I developed a strong foundation in various programming languages and frameworks, including C++, C#, Java, XML, R, HTML, CSS, JavaScript, jQuery, Bootstrap, and ASP.NET MVC among many other skills. Over the course of this four-year program, I gained a comprehensive understanding of software development principles, methodologies, and best practices, including the documentation process essential for successful project execution.

I successfully designed and developed multiple websites and Android apps, connecting them to real-time databases to ensure dynamic and responsive user experiences, preparing me for a successful career in software development and engineering.

SKILLS

SHOPIFY DEVELOPMENT

Shopify Designer/Developer Shopify Partner Shopify Admin Shopify Plus Shopify 2.0 / Online Store 2.0

Shopify Custom Theme Development Shopify Pixel Perfect Custom Sections Custom Blocks JSON Templates

Shopify Custom Order/Cart Logics Shopify Functions/Scripts Shopify Functions Shopify Metaobjects Shopify Metafields

Shopify GraphQL Admin API Shopify Storefront API Shopify OAuth Single Sign-On (SSO) Integrations

Custom API Development Multi-Vertical Store Architecture Shopify ERP Integrations Shopify Automations Shopify Flow

Shopify CLI Shopify App Store (Public & Private Apps) Shopify Search & Discovery Shopify Bundles & Subscriptions

Matrixify (Bulk Data Import/Export) Shopify Phone First Responsive Designer Shopify SEO Shopify Analytics

Shopify Conversions E-commerce Executive WooCommerce Wordpress Admin WordPress Frontend

FRONTEND DEVELOPMENT

HTML CSS Sass/SCSS JavaScript TypeScript Liquid Alpine.js Bootstrap jQuery React

Remix Vite & Webpack Responsive Web Design Web Accessibility (WCAG) Cross-Browser & Mobile Testing

BACKEND & ENGINEERING

Node.js Express.js ASP.NET MVC C#, C++ Java Python XML SQL REST API Webhooks

API Integrations Postman (API Testing) AWS Lambda Intact iQ (ERP) Firebase (Real Time Database)

Version Control (Git) GitHub Cloudflare CI/CD Fundamentals Agile/Scrum Methodologies Visual Studio

Visual Studio Code Software Engineer

DATA, ANALYTICS & AI

Data Analysis and Visualization

Data Visualization

Data Modeling

Statistical Analysis

Machine Learning

Deep Learning

Natural Language Processing

AI models

Ethical Considerations in AI

SAS

R Language

Excel & Power BI

GA4

Google Tag Manager (GTM)

Conversion Rate Optimisation (CRO)

Search Engine Optimization (SEO)

Klaviyo

Customer Relationship Management (CRM)

Performance Optimization

MARKETING, DESIGN & PROFESSIONAL SKILLS

Social Media Marketing (Meta & Google)

Upselling

Figma

Photoshop

Video Editing

Stakeholder Management

Client Communication

Project Management

Multilingual Capabilities

Time Management

Problem Solving

Quick Learner

LANGUAGES

English, Urdu, Punjabi

INTERESTS/HOBBIES

- Passionate about web development and dedicated to creating innovative webapps.
- Enthusiastic about working on Shopify stores and enhancing e-commerce experiences.
- Committed to continuous skill development and eager to learn new technologies and methodologies.
- Often pursuing online courses in web development and AI.
- An avid reader with a keen interest in exploring diverse topics.
- Enjoy watching cricket, appreciating both the sport and its community.
- I also appreciate traveling to experience new cultures and perspectives that enrich my understanding of the world.

References can be provided if necessary.