



PROFILE

Shopify Engineer with nearly 4 years of experience building production-grade storefronts, custom apps, and performance-focused solutions across Liquid, TypeScript, and Shopify APIs.

Strong track record reverse-engineering legacy systems, translating ambiguous requirements into clear technical solutions, and owning problems end-to-end — from analysis and data modeling (schema, metafields, metaobjects) to performance optimization and operational reliability.

Experienced in evaluating and integrating third-party tools/APIs, and thriving in fast-changing, multi-stakeholder environments. Comfortable bridging business and technical needs across multi-store, multi-region Shopify Plus platforms, while balancing delivery speed with maintainability and long-term scalability.



CORE SKILLS

Shopify Expertise

- Liquid Programming Language
- Theme Architecture
- Checkout/Theme Extensions (UI & Functions)
- Storefront & Admin API
- Web Pixel Shopify app (custom app)
- Multi-store Shopify Plus architecture (multi-currency, i18n)
- Shopify Flow & automation workflows
- Shopify Functions / discount customization
- Shopify data modeling (Metafields, Metaobjects, tags, schema design)
- Legacy theme reverse engineering & refactoring
- Performance profiling for Shopify storefronts
- Third-party app evaluation & integration
- SQL & relational databases (PostgreSQL, MySQL basics)
- Data migration & schema mapping
- Technical documentation & implementation planning

Javascript & Testing

- ES6+
- Typescript
- DOM Performance optimization
- Jest & Vitest unit-testing

AI / Workflow / Ops

- AI-assisted development workflow
- Workflow automation for internal operations

Front-end Tooling

- ReactJS
- Bootstrap
- Material UI
- NextJS
- React-hook-form
- React-query
- React-i18next
- React-router
- Zod
- Zustand
- HeadlessUI
- Tailwind CSS
- Core Web Vitals

Soft Skills

- Agile/Scrum
- Mentoring Juniors
- Time management
- Problem-solving
- Analytical thinking
- Stress tolerance and flexibility
- Clear written and spoken English communication

DevOps & Workflow

- Git, GitHub, Bitbucket
- AWS App Runner
- AWS S3
- AWS EC2
- Vercel
- Lighthouse Optimization
- Netlify



GIA BAO NGUYEN HOANG

Shopify Engineer

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CONTACT

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LANGUAGES

VIETNAMESE
Native

ENGLISH
Professional working proficiency
(written and spoken)



WORK EXPERIENCE

SENIOR JAVASCRIPT / SHOPIFY DEVELOPER

Sep 2023 - Present

Begenify LLC (Vietnam, remote)

- Led implementation and maintenance across multiple Shopify Plus storefronts, delivering UI enhancements, feature updates, and store-specific customizations in a multi-brand environment.
- Built and maintained Shopify Flow automations for product tags, workflow alerts, and operational safeguards, reducing manual listing work and improving data consistency across stores.
- Reverse-engineered and refactored legacy Liquid, CSS, and JavaScript code to extend store functionality while preserving production stability.
- Improved storefront performance through Liquid refactoring, lazy-loading, responsive image delivery, and targeted frontend optimization.
- Prototyped internal tools for POD operations, including mockup concept generation and AI-assisted workflow experiments for repetitive operational tasks.
- Worked across Shopify, tracking, and fulfillment-related systems to diagnose production issues such as missing customization data, redirect problems, and product configuration mismatches.
- Collaborated with design, CS, marketing, fulfillment, and R&D teams to translate fast-changing business requirements into maintainable technical implementations.
- Documented technical workflows, supported account/system migrations, and helped standardize internal processes across store operations and supporting tools.

FRONT-END DEVELOPER

Jun 2022 - Sep 2023

Beincom Social Platform (React / Next.js)

- Experience working with HTML, CSS, JavaScript
- Experience working with CSS frameworks (Tailwind)
- Bridged business logic and technical implementation in fast-changing environments with incomplete requirements
- Strong at structuring unclear problems into repeatable technical workflows and shippable solutions
- Comfortable owning features end-to-end, from requirement clarification to implementation, QA, and refinement
- Able to balance delivery speed with maintainability, performance, and long-term scalability
- Delivered a 60-screen admin dashboard with role-based access, settings/privacy flows, activity logs, and community management tools
- Built a Storybook-backed component library that reduced new feature delivery time by 30%
- Increased unit-test coverage to 90%+ with Jest and React Testing Library
- Worked in Agile/Scrum and helped onboard or mentor junior teammates



KEY PROJECTS

Meta Pixel Web App (private Shopify app)

2025

Begenify - Shopify Store

Role & Highlights

Architected serverless stack; secured pixel access tokens per-store; built React dashboard

Impact

Saved clients ~40% tracking costs

Responsive Mega-Menu & Predictive Search

2024

Begenify - Shopify Store

Role & Highlights

Liquid + vanilla JS; lazy-load images, debounced Storefront API search

Impact

+12% mobile conversion

Administration Tool Features

2023

Beincom Social Platform

Role & Highlights

Architected a reusable component library (React + Tailwind) and global state with Zustand. Integrated form validation with React-Hook-Form + Zod and data fetching via React-Query

Impact

Enhanced UI & maintained clear code