

KEITH PILLAY

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Shopify Developer | E-Commerce Software Engineer

SUMMARY

Shopify-focused software engineer with 3+ years building and optimizing high-traffic e-commerce storefronts, on top of 7 years of full-stack web development overall. Specializes in Online Store 2.0 theme development (Liquid), store setup and migrations, custom app/API integrations, and conversion-focused UX across the product page → cart → checkout journey. Proven remote collaborator, currently delivering Shopify work for a US-based client across time zones with consistent, dependable execution in fully distributed teams. Works across the full stack — from Liquid theme development and React front-ends to Node.js and Python integrations — with a consistent focus on measurable outcomes like conversion and site performance. Comfortable owning delivery end-to-end and leading small teams in fast-moving retail environments.

CORE SKILLS

Shopify & E-Commerce: Liquid theme development, Online Store 2.0, Shopify Plus workflows, store setup & migrations, custom app development, Shopify Admin/REST/GraphQL APIs, third-party app integrations

Front-End: JavaScript, TypeScript, React, HTML5, CSS3, responsive/mobile-first UI, Core Web Vitals & performance optimization (Lighthouse)

Back-End: Node.js, Ruby, Python, REST/GraphQL API integration, data migrations, debugging & troubleshooting

Analytics & CRO: Event/data tracking, funnel analysis, customer journey mapping, A/B-testing mindset, conversion rate optimization

Tools & Practices: Git, Docker, agile/lightweight delivery practices, cross-functional collaboration, stakeholder communication

PROFESSIONAL EXPERIENCE

Shopify Developer (Contract), Somewhere — Remote (US-based client) | Oct 2025 – Present

Deliver end-to-end Shopify builds and enhancements for a US-based retail client, spanning store setup, Online Store 2.0 theme development, and Liquid customization. Lead Shopify migrations and catalog/content transfers, preserving storefront continuity and minimizing customer-facing disruption. Build custom apps and third-party integrations to extend platform functionality and support internal business workflows, and implement analytics/tracking foundations to

streamline the product page → cart → checkout journey.

Shopify Developer, TruTech | *Mar 2025 – Sep 2025*

Built and launched 30+ Shopify storefronts for clients, with a typical build-to-launch turnaround of around two weeks per store, implementing theme updates in Liquid, HTML, CSS, and JavaScript to match brand and design requirements. Improved average Lighthouse performance scores from the ~60s into the ~90s through image, script, and theme-level optimization. Diagnosed and resolved issues across themes and third-party app integrations to keep storefronts stable, while partnering with stakeholders to translate business requirements into shippable, iterative improvements.

Shopify Developer, Pepkor Speciality | *Oct 2023 – Feb 2025*

Owned day-to-day development and reliability for two national retail storefronts (Shoe City, Tekkie Town) serving millions of monthly visitors across a catalog of 150–400+ SKUs, resolving production incidents same-day to keep both high-traffic, mobile-first storefronts consistently available. Maintained and extended storefront features with a focus on performance, stability, and mobile-first user experience. Built internal tooling used across multiple store instances to standardize operations and improve team workflow, and optimized the site experience to support conversion and engagement goals in a high-volume retail environment.

Co-Founder / Full-Stack Developer, BindStack | *Mar 2023 – Sep 2023*

Co-founded a startup and contributed across the full product lifecycle, from concept through deployment. Led a small development team, introducing lightweight delivery practices that improved execution speed and ownership clarity. Delivered full-stack features end-to-end, collaborating directly with stakeholders on product direction, and evaluated tools and technical approaches to reduce delivery risk and support scalable growth.

Web Developer, JustSolve | *Mar 2022 – Feb 2023*

Developed web and mobile applications on the OutSystems low-code platform within a cross-functional team. Built and maintained application logic and third-party integrations, ensuring responsive design across devices. Contributed across the full development lifecycle, from requirements gathering to deployment and post-release support, keeping pace with new OutSystems platform capabilities and applying current best practices to ongoing work.

Web Developer, RED – Reeve Enterprise Development | *Jun 2021 – Feb 2022*

Built and maintained front-end interfaces using HTML, CSS, and JavaScript across Angular, React, and Vue codebases, collaborating with back-end developers to integrate front-end work cleanly with underlying services. Implemented automated testing and SEO best practices to improve reliability and discoverability. Optimized performance and responsiveness across all screen sizes for a consistent user experience.

Web Developer, Arycor (PTY) LTD | *Jun 2019 – May 2021*

Built and maintained client websites using HTML, CSS, and JavaScript, including interactive and responsive features, working directly with clients to translate business requirements into reliable, high-quality web solutions. Diagnosed and

resolved issues through systematic troubleshooting to ensure consistently error-free delivery. Provided ongoing maintenance and iterative improvements to keep client sites performant and current.

PROJECTS

AI Personal Assistant — Personal Project

Built a personal AI chatbot integrating a large language model API with a custom Python/Node.js back-end, including memory and context management for coherent multi-turn conversations.

Home Media & Automation Server — Personal Project

Designed and deployed a home server using Docker to centralize media, file storage, and local services, including automated backups and uptime monitoring.

EDUCATION & CERTIFICATIONS

BSc Computer Science — University of the Western Cape (2 modules outstanding)

Shopify Development Fundamentals (Shopify Academy, 2026) · Digital Marketing & E-Commerce (Google, 2024) · Customer Journey Mapping (LinkedIn Learning, 2025) · Digital Marketing Foundations (LinkedIn Learning, 2025) · Diploma in Customer Service (Alison, 2025)

LANGUAGES

English — Native