Ali Hassan.

SENIOR FULL STACK SHOPIFY ENGINEER

MSC APPLIED AI · BSC SOFTWARE ENGINEERING

Manchester, UK
07378 806570 · **hello@aliyourdev.com**

PROFILE

I am a **Senior Full Stack Shopify Engineer** with **10+ years** of experience building websites, web applications, and e-commerce platforms, including **6+ years** specialising in Shopify development. I specialise in Shopify Plus solutions, custom themes, Shopify headless development with Shopify Hydrogen, Shopify Functions, API integrations, ERP integrations, automation workflows, and performance optimisation. Currently working at Sir Jacob Behrens & Sons, I lead Shopify development projects involving enterprise clients, custom Shopify apps, system integrations, analytics, and scalable commerce solutions. I also build and publish my own Shopify apps under the AYD name, including AYD Returns & Exchanges, now live on the Shopify App Store, with AYD Checkout Rules & Upsells in development. I hold an **MSc in Applied Artificial Intelligence and Data Analytics** and a **BSc in Software Engineering**, combining strong engineering principles with data-driven problem solving to create reliable digital solutions that improve business operations and customer experiences.

EXPERIENCE

2024 – Present Current role

Lead Full Stack Shopify Engineer

Sir Jacob Behrens & Sons, Manchester, UK

- Lead Shopify development across multiple enterprise e-commerce platforms, delivering scalable solutions that integrate Shopify with ERP systems, third-party platforms, mobile applications, and internal business processes.
- Design and build custom Shopify apps, Shopify Functions and automation workflows that extend Shopify beyond its native capabilities, reducing manual processes and improving operational efficiency across multiple departments.
- Design, develop, and maintain custom Shopify themes, sections, and advanced functionality using Liquid, HTML, CSS, JavaScript, TypeScript, Node.js, React, Remix, and Shopify Functions.
- Architect and implement enterprise integrations using Shopify GraphQL Admin API, Storefront API, REST APIs, and Webhooks, enabling reliable synchronisation of products, inventory, orders, customers, pricing, invoicing, fulfilment, and returns between Shopify and ERP platforms.
- Architect and build headless Shopify storefronts using Shopify Hydrogen, React Router 7 and the Storefront and Customer Account APIs, including multi-brand, multi-tenant commerce experiences served from a single shared backend.
- Optimise websites for performance, Core Web Vitals, SEO, accessibility, analytics, and conversion improvements using Google Analytics 4, Google Tag Manager, Data Layer implementations, and customer behaviour analysis.
- Collaborate with designers, product teams, marketing teams, and stakeholders to deliver scalable digital solutions for organisations including WPBSA, FIM Moto, Valor Group, FGH Security, Professional Security, and The Royal Edinburgh Military Tattoo.
- Design and build full-stack websites and web applications from the ground up, alongside Shopify development, using modern technologies including React, Tailwind CSS, Astro, JavaScript, and TypeScript, deploying high-performance applications using Cloudflare Pages, Cloudflare Workers, and modern hosting infrastructure with a focus on speed, security, and maintainability.

2022 – 2024

Lead Shopify Developer

Redsoda Co., Manchester, UK

- Designed, developed, and maintained Shopify stores for multiple businesses, delivering complete e-commerce solutions from discovery and architecture through launch, optimisation, and long-term technical support.
- Built bespoke Shopify themes and advanced storefront functionality using Shopify Liquid, HTML, CSS, JavaScript, JSON templates, and Shopify Online Store 2.0, creating reusable components and highly customised customer experiences.
- Designed and implemented custom integrations between Shopify stores, third-party platforms, supplier systems, and external business applications using REST APIs, GraphQL APIs, Webhooks, and JSON data feeds. Developed solutions that enabled automated synchronisation of products, customers, inventory, pricing, and orders across different organisations and platforms.
- Developed custom business functionality beyond Shopify's native features, including advanced product logic, bespoke order workflows, customer-specific functionality, automation processes, and tailored integrations to support complex business requirements.
- Managed Shopify administration across multiple stores, including catalogue management, inventory, collections, pricing, SEO, analytics, marketing integrations, Meta and Google advertising, and conversion optimisation.
- Worked closely with designers, developers, marketers, and business stakeholders to improve website performance, customer experience, and online sales through technical improvements and data-driven decision making.

2020 – 2021

Shopify Developer

XEE Creatives, Pakistan

- Developed and delivered Shopify stores and e-commerce solutions for international clients across multiple industries, specialising in custom storefront development and tailored Shopify implementations.
- Designed and customised Shopify themes using Liquid, HTML, CSS, JavaScript, and Shopify Admin, creating print-on-demand, dropshipping, single-product, and branded online stores.
- Configured complete Shopify environments including products, collections, payments, shipping, domains, applications, and marketing integrations while ensuring high-quality delivery within agreed timelines.
- Worked directly with international clients to understand requirements, translate business needs into technical solutions, implement custom features, troubleshoot issues, and deliver responsive e-commerce experiences.
- Supported merchants with Shopify setup, third-party app integrations, conversion improvements, and digital marketing integrations including Meta and Google advertising platforms.

2016 – 2020

Full Stack Web Developer

University of Lahore, Pakistan

- Developed multiple full-stack web and mobile applications during my BSc Software Engineering degree, gaining experience across software development, databases, application architecture, and programming principles.
- Built multiple full-stack websites and applications using technologies including C#, ASP.NET MVC, Firebase, HTML, CSS, JavaScript, jQuery, and Bootstrap, working across both frontend and backend development, implementing user interfaces, database connectivity, backend logic, and real-time data-driven functionality.
- Developed a final year project consisting of an IoT-based water monitoring system built with an ASP.NET MVC web application, Android mobile application, Arduino Uno hardware integration, and Firebase real-time database communication.
- Enabled real-time monitoring through connected hardware, synchronised data between mobile and web applications, and included backend management functionality — the project received funding support from Ignite National Technology Fund Pakistan.

EDUCATION

2021 – 2022

MSc Applied AI & Data Analytics

University of Bradford, UK

Completed a Master's degree focused on artificial intelligence, machine learning, data analytics, and data-driven decision making.

Developed practical experience in Python programming, statistical analysis, data modelling, machine learning algorithms, predictive analytics, data visualisation, natural language processing (NLP), and deep learning.

Applied data processing, exploratory analysis, and predictive modelling techniques to extract meaningful insights from complex datasets. The programme strengthened my ability to combine software engineering principles with AI and data technologies to develop intelligent, scalable solutions.

2016 – 2020

BSc Software Engineering

University of Lahore, Pakistan

Completed a Bachelor's degree focused on software engineering principles, application development, databases, software architecture, and programming methodologies.

Developed strong foundations in full-stack web development, object-oriented programming, database systems, software design patterns, and application development using technologies including C#, ASP.NET MVC, Java, C++, HTML, CSS, JavaScript, jQuery, Bootstrap, XML, and Firebase.

Designed and developed multiple full-stack websites and Android applications, implementing frontend interfaces, backend logic, database connectivity, authentication systems, and real-time data communication.

SKILLS

SHOPIFY DEVELOPMENT

Shopify Partner · Shopify Plus · Shopify Headless Development · Shopify Hydrogen · Shopify 2.0 / Online Store 2.0 · Shopify Custom Theme Development · Shopify Pixel Perfect Custom Sections · Custom Blocks · JSON Templates · Shopify Custom Order/Cart Logic · 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 Public & Custom Apps · Shopify Search & Discovery · Shopify Bundles & Subscriptions · Matrixify (Bulk Data Import/Export) · Mobile-First Responsive Design

E-commerce Analytics · SEO Optimisation

FRONTEND DEVELOPMENT

HTML · CSS · Sass/SCSS · Tailwind CSS · JavaScript · TypeScript · Liquid · Alpine.js · Bootstrap · jQuery · React · Remix · Astro · 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 · Database Design · REST API · GraphQL APIs · Webhooks · API Integrations · API Architecture · System Integrations · Data Synchronisation · Authentication · OAuth · SSO · Middleware · Serverless Functions · Postman (API Testing) · AWS Lambda · Cloudflare Workers · Intact iQ (ERP) · Firebase (Real Time Database) · Version Control (Git) · GitHub · Cloudflare · CI/CD Fundamentals · Agile/Scrum Methodologies · Visual Studio · Visual Studio Code

DATA, ANALYTICS & AI

Data Analysis and Visualisation · Data Modelling · Statistical Analysis · Machine Learning · Deep Learning · Natural Language Processing · AI Models · SAS · R Language · Excel & Power BI · GA4 · Google Tag Manager (GTM) · Conversion Rate Optimisation (CRO) · Klaviyo · Customer Relationship Management (CRM) · Performance Optimisation · Social Media Marketing (Meta & Google)

LANGUAGES

English, Urdu, Punjabi

INTERESTS/HOBBIES

I'm passionate about exploring emerging web technologies, AI applications, e-commerce innovation, and software development trends. I enjoy continuous learning through technical courses, reading, travelling, and following cricket.

LINKS

aliyourdev.com · **github.com/aliyourdev** · **linkedin.com/in/aliyourdev**