Pooja Devi

Senior Web Developer | Shopify & WordPress Expert

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Professional Summary

Results-driven Web Developer with 12+ years of experience in designing, developing, and managing scalable web applications & eCommerce platforms. Specialized in Shopify, WordPress, Liquid customization, API integrations, & front-end technologies. Proven expertise in leading teams & delivering high-quality digital solutions across 500+ successful projects. Skilled in creating responsive, performance-focused, and user-centric applications aligned with business goals.

Professional Experience

Web Developer| Hubprotech Private Limited

2022 – 2026

- Manag ed multiple web development projects from planning to deployment.
- Coordinated with clients to gather requirements and deliver customized solutions.
- Maintained project quality standards and optimized development workflows.
- Oversaw troubleshooting, debugging, and technical problem resolution.

WebDeveloper | Starkedge

2014 – 2022

- Developed and maintained custom websites and eCommerce platforms.
- Built scalable Shopify and WordPress solutions with strong focus on UX.
- Worked on API integrations, custom features, and performance optimization.
- Solved complex technical challenges and improved application functionality.

Education

Bachelor of Computer Science

Punjab Technical University (2009 – 2013)

Technical Skills

Frontend Technologies

- HTML5, CSS3, JavaScript, jQuery, AJAX
- Responsive Web Design
- UI/UX Optimization
- Shopify Liquid, Theme Customisation

Backend & CMS

- PHP
- Shopify Development
- WordPress Development
- HubSpot CMS
- Squarespace

APIs & Tools

- REST API Integration
- Third-Party App Integration
- Git & Version Control
- Web Performance Optimization

Key Projects

Tryautobrush

🔗 https://tryautobrush.com

- Developed and optimized a high-converting Shopify storefront.
- Customized Shopify Liquid templates and reusable sections.
- Enhanced product detail pages & mobile responsiveness.
- Improved customer journey & conversion-focused UI.
- Implemented custom functionality using JavaScript, jQuery, and Liquid.

Jacquesilbert

🔗 https://jacquesilbert.com/products/customizable-product

- Developed a dynamic step-by-step product configurator.
- Enabled real-time customization for style, color, and size selection.
- Integrated seamless checkout experience with live product updates.
- Built custom interactive functionality using jQuery and Shopify customization.

Floraandmana

🔗 https://floraandmana.com/pages/bundles

- Developed a fully custom Bundle Builder experience in Shopify to increase average order value (AOV) & improve product discovery.
- Created a responsive, mobile-optimized bundle flow for improved customer experience across devices.
- Built reusable and scalable bundle components aligned with Shopify theme architecture & brand design consistency.
- Improved customer engagement through interactive product personalization and curated bundle experiences.

Additional Highlights

- 12+ years of experience in Shopify and WordPress development.
- Strong understanding of eCommerce workflows and scalable architecture.
- Experience handling international clients and remote collaboration.
- Expertise in responsive development and conversion optimization.
- Comfortable working independently and within cross-functional teams.

Career Objective

To contribute my technical expertise, leadership skills, and problem-solving abilities to a growth-oriented organization, while continuously learning and delivering innovative digital solutions.