

Smit Modi

Senior Shopify Developer

Shopify Plus • Frontend Engineering • React & JS

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WHAT I BRING

- 10 years of professional web development experience, with 7+ years specializing in Shopify and Shopify Plus.
 - Successfully delivered and contributed to 300+ Shopify and Shopify Plus storefronts across diverse industries for international clients.
 - Expertise in designing and developing scalable ecommerce solutions using Liquid, JavaScript, React, GraphQL, Storefront API, and Admin API.
 - Strong experience building custom Shopify themes, Theme App Extensions, Checkout UI Extensions, and integrating third-party applications and APIs.
 - Ability to translate business requirements into maintainable technical solutions while balancing performance, scalability, and user experience.
 - Proven agency experience collaborating with international teams, mentoring developers, and delivering production-ready ecommerce solutions.
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CORE EXPERTISE

Shopify: Shopify Plus, Liquid, Theme Development, Theme Architecture, Checkout UI Extensions, Theme App Extensions, Shopify Functions, Metafields, Metaobjects, Shopify CLI

Frontend: HTML5, CSS3, SCSS, JavaScript (ES6+), TypeScript, React, Responsive Design, Accessibility

APIs & Integrations: GraphQL, Storefront API, Admin API, REST API, Third-party Integrations

Tools: Git, Postman, Figma, Jira, Keka, ClickUp, AI Agent Harnesses

PROFESSIONAL EXPERIENCE

Brightness Software Development India Pvt. Ltd.

Senior Shopify Developer - October 2023 - Present

- Lead end-to-end Shopify and Shopify Plus development for ecommerce brands.
- Architect scalable, reusable Shopify themes and storefront solutions.
- Develop Theme App Extensions, Admin UI Extensions, and Checkout UI Extensions.
- Build integrations using GraphQL, Storefront API, and Admin API.
- Optimize storefront performance, accessibility, and Core Web Vitals.
- Collaborate with international clients, designers, project managers, and QA engineers as part of a dedicated team.

Dit Interactive Pvt. Ltd.

Senior Shopify Developer / Team Lead - June 2023 - September 2023

- Worked directly with clients to deliver business requirements.
- Led the technical implementation of complex solutions in custom Shopify themes.
- Mentored developers through code reviews and technical guidance.

e-Wise Solutions

Shopify / Full-stack Developer - January 2023 - June 2023

- Worked on integrating a custom payment gateway built with Laravel.
- Customized product, collection, and cart experiences.

ManekTech

Shopify Developer - June 2021 - October 2022

- Worked directly with clients as a dedicated Shopify developer.
- Collaborated with cross-functional development teams.
- Converted Figma and Adobe XD designs into responsive interfaces.
- Worked with Liquid, JavaScript, and third-party app integrations.

Lucent Innovation

Frontend Web Developer & Project Manager - September 2019 - June 2021

- Worked across multiple Shopify projects.
- Developed reusable frontend components and interactive user experiences.
- Built responsive React application components directly within Shopify storefronts.
- Managed client communication, planning, and team coordination for Shopify projects.
- Ensured the timely delivery of ongoing projects.

Multidots Solutions

Frontend Web Developer - November 2016 - February 2019

- Developed responsive websites using HTML, CSS, JavaScript, and WordPress.
- Converted UI designs into production-ready interfaces.

Biznovare Solutions

Web Developer / Web Designer / Intern - July 2016 - November 2016

- Designed and developed responsive elements in Odoo.
 - Worked on frontend development and graphics.
 - Assisted with UI implementation and website maintenance.
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FEATURED WORK

The Man Company (2019-2021)

Shopify Plus • React • Checkout Customization

Technologies: Shopify Plus, Liquid, React, JavaScript

- Built custom checkout experiences for a Shopify Plus storefront.
- Developed React-powered storefront components.
- Optimized storefront performance and user experience.
- Collaborated directly with clients to deliver business requirements.

Woolzies Home Essentials (2022)

Shopify • Liquid • HTML • CSS • JavaScript

Technologies: Shopify, Liquid, HTML, CSS, JavaScript, Adobe XD

- Converted Adobe XD designs into a pixel-perfect Shopify storefront.
- Built responsive and reusable Shopify theme components while maintaining design consistency across devices.

MV Agusta (2024)

Shopify • Liquid • HTML • CSS • JavaScript

Technologies: Shopify, Liquid, HTML, CSS, JavaScript, AICO ERP

- Developed a single-page Shopify pre-booking website for a product launch campaign.
- Built a responsive landing page focused on customer engagement and lead generation.

Ecofort (2025)

Shopify • Liquid • Figma • AICO ERP Integration

Technologies: Shopify, Liquid, JavaScript, Figma, AICO ERP

- Developed a pixel-perfect Shopify storefront from Figma designs.
- Integrated Shopify with the AICO ERP system to streamline business operations.
- Built maintainable and scalable frontend components.

Laviss (2026)

Shopify • Store Migration • Theme Customization • Data Migration

Technologies: Shopify, Liquid, GraphQL, Storefront API, Data Migration, Vilkas ePages

- Led the redesign and migration of an ecommerce store from Vilkas ePages to Shopify.
- Customized the Adorn Precious Shopify theme to accurately match Figma designs.
- Successfully migrated 3,300+ orders, 2,500+ customers, and 275+ products with custom data mapping.
- Ensured a seamless transition while preserving critical business data and minimizing disruption.

Vultera (2026)

Shopify • Theme Redesign • Figma

Technologies: Shopify, Liquid, JavaScript, Figma

- Redesigned the Shopify storefront based on updated Figma designs.
 - Developed reusable theme components and responsive layouts for improved scalability and maintainability.
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EDUCATION

Bachelor of Engineering (Information Technology)

Gujarat Technological University (GTU)

Diploma in Information Technology

Gujarat Technological University (GTU)