

LOAI AMR

Senior Shopify & WordPress Developer | eCommerce & Frontend Development

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PROFESSIONAL SUMMARY

Senior Shopify & WordPress Developer with 4+ years building and customising eCommerce and content platforms for clients across Canada, the US, and the Middle East. Shopify work spans theme customisation in code (Liquid, JS, CSS) and payment integrations, delivered across every role held to date. WordPress expertise includes Elementor (programmatic page construction via the REST API, modern Flexbox Container architecture), WooCommerce, custom plugins, and headless WordPress paired with React/Next.js. Skilled in technical SEO, performance diagnostics, and integrations spanning payment gateways, shipping, and ERP systems. Experienced leading frontend architecture and mentoring developers within a larger team.

TECHNICAL SKILLS

Shopify & WordPress: Shopify (Liquid theme customisation, payment integrations), WordPress, Elementor (Flexbox Containers, REST API automation), WooCommerce, Headless WordPress, Webflow

WordPress Practices: Custom plugin development, technical SEO (Yoast), performance optimisation, form routing & email deliverability (WP Mail SMTP), theme customisation, plugin configuration

Frontend: React, Next.js, TypeScript, JavaScript (ES6+), Redux Toolkit, React Query, Tailwind CSS, SCSS, Bootstrap, Responsive Design, Server-Side Rendering

Backend & Databases: Node.js, NestJS, Express.js, REST APIs; MongoDB, MySQL, Firebase

Cloud & Tools / Practices: AWS, Vercel, Cloudflare, Git, Figma, ClickUp, Asana; frontend architecture, code review, mentoring, sprint planning

PROFESSIONAL EXPERIENCE

Webelocity *Canada (Remote) | Sep 2022 - Present*

Senior Software Engineer *Oct 2024 - Present*

- Coordinate a team of 6 developers building a purpose-built B2B eCommerce CMS powering wholesale operations for lumber suppliers, distributors, and healthcare retailers across Canada and the United States.
- Architect scalable frontend systems in Next.js and TypeScript while collaborating on NestJS-powered backend APIs.
- Own end-to-end delivery — sprint planning, code reviews, architecture decisions, and production deployments — including Shopify theme customisation and integrations with payment gateways, zone-based shipping (Shippo, ShipStation), and ERP systems.
- Build and maintain merchant-facing admin dashboards and customer storefronts, supporting over 20 storefronts for wholesale distributors and healthcare retailers.
- Mentor junior developers and establish engineering standards, component libraries, and reusable patterns across the codebase.

Software Engineer *Sep 2022 - Oct 2024*

- Developed headless WordPress and React pharmacy applications for healthcare clients (+40% site performance via server-side rendering) while contributing to a large-scale, modular B2B eCommerce CMS in Next.js, and maintained multiple eCommerce stores across React, Next.js, WordPress, and Shopify for hundreds of B2B and B2C users.

Independent Shopify & WordPress Developer *Remote | May 2021 - Present*

- Build and customise Shopify storefronts — editing theme code (Liquid, JS, CSS), configuring payment integrations, and building product, collection, and landing page templates to match client branding.
- Design, build, and maintain WordPress/Elementor websites for clients in fitness, home building, and professional services across North America and the Middle East, including full page builds, footer templates, and multi-round revision cycles.
- Diagnosed a critical performance bottleneck on a client site through browser network tracing, identifying a render-blocking third-party tracking script; corrected the loading strategy and removed a duplicated tracking snippet, cutting page load (DOMContentLoaded) from roughly 12 seconds to 1.6 seconds.
- Automate large-scale Elementor page construction and bulk layout edits programmatically via the WordPress REST API, working directly with `_elementor_data` JSON and modern Flexbox Container architecture rather than legacy sections/columns.
- Configure technical SEO (Yoast SEO), resolve form routing and email deliverability (WP Mail SMTP), build custom plugins, and implement lead-capture forms with conditional logic to support mobile-first builds with high Google PageSpeed Insights scores.

Upwork — Frontend, Shopify & WordPress Developer *Remote (Freelance) | Jun 2021 - Aug 2023*

- Delivered custom Shopify, WordPress, and JavaScript/React web solutions for clients across North America, including Shopify theme customisation and payment integrations.
- Managed the full project lifecycle independently — scoping, development, QA, client communication, and deployment — building websites from scratch using WordPress and vanilla JavaScript to consistently meet client requirements and deadlines.
- Optimised WordPress site performance and built custom plugins to extend functionality and improve load times.
- Completed an estimated 50+ projects with consistently high client satisfaction and repeat business across diverse industries.

Mostaqi — WordPress Developer *Remote (Freelance) | May 2021 - Aug 2023*

- Designed and built over 24 WordPress websites for clients across a wide range of industries, delivering responsive, mobile-first builds with high Google PageSpeed Insights scores and improved organic traffic through on-page SEO.

EDUCATION

BSc Computer Science — MTI University, Egypt (2019-2023) | **Front-End Web Dev Nanodegree** — Udacity (2021-2022)