

# VIVEK BHALANI

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## PROFESSIONAL SUMMARY

Shopify-certified Tech Lead and Full-Stack Engineer with 10+ years of experience building scalable e-commerce platforms and leading cross-functional engineering teams. Strong background in Shopify Plus, headless commerce (Remix, React, Next.js), and custom app development across global markets. As a people-first engineering leader, I have owned sprint delivery end-to-end, mentored developers, and built a culture of quality through code reviews and Agile practices. Consistent track record of measurable impact: 20% AOV increase, 50% fewer escalations YoY, 70% reduction in manual processes, and 90-95% sprint completion rates. Looking for a Tech Lead or Engineering Manager role where I can drive platform excellence and grow high-performing teams.

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## PROFESSIONAL EXPERIENCE

**Shopify Tech Lead** | The Sleep Company | India

*May 2025 – Present*

- Own Shopify platform strategy and delivery for one of India's fastest-growing D2C brands, leading a cross-functional engineering team end-to-end.
- Built an in-house Discount API on PDP handling cart-level, combo, and product-level pricing logic, removing dependency on third-party tools and making discount rules fully configurable.
- Run a monthly Shopify gap analysis and ship at least 2 custom middleware solutions per quarter to close the gap between business needs and what Shopify offers natively.
- Completed a full PDP template migration with zero downtime using A/B tested phased rollouts, keeping the error rate below 0.1% throughout.
- Built a self-serve CMS layer on PDP so marketing teams can update banners, badges, specs, and offers on their own, without raising engineering tickets.
- Improved Core Web Vitals (LCP, CLS, FID) site-wide by fixing render-blocking scripts, lazy-loading images, and eliminating layout shifts, validated via GTMetrix post each deployment.
- Introduced a headless PDP architecture with server-side streaming using React/Next.js to reduce TTFB and support a scalable A/B testing setup decoupled from core releases.
- Run all sprint ceremonies for the team and consistently deliver at 90-95% completion rate by keeping the backlog clean and the Definition of Done clear.
- Set up a team coding standards doc and PR review SLA, running monthly code quality sessions that have brought down bug density and made onboarding new engineers faster.
- Cut live escalations by 50% YoY by fixing recurring issues at the root, replacing hardcoded logic with config-driven solutions, and running weekly escalation reviews with stakeholders.

**Contract Software Engineer** | NinjaTech

*Oct 2024 – May 2025*

- Built and maintained Shopify storefronts using Remix JS and React.js, delivering feature work quickly across multiple client projects.
- Created reusable React component libraries and Remix routing solutions that improved consistency and reduced development time across projects.
- Participated in code reviews and frontend architecture discussions, contributing to performance improvements on Shopify themes and headless builds.

- Led end-to-end Shopify Plus store development with custom themes, Liquid templating, and multilingual frontends supporting global retail expansion.
- Built headless commerce applications using Shopify 2.0, Remix, GraphQL, and ReactJS, delivering faster storefronts with CMS-driven content workflows.
- Engineered upsell and post-purchase flows using Shopify Functions and Checkout UI Extensions, increasing AOV by 20% and conversion rates by 15%.
- Developed private Shopify apps for product personalization and ERP integrations that automated manual processes by 70%.
- Designed a multitenant Shopify SaaS app on Remix and MongoDB with isolated merchant environments and fast client onboarding.

- Built secure RESTful APIs in Laravel for SaaS platforms handling real-time sync across web and mobile, cutting system downtime by 35%.
- Developed full-stack applications using Laravel, MySQL, and WordPress, optimized for performance, responsiveness, and cross-browser compatibility.
- Created custom WordPress plugins and themes integrated with Stripe, PayPal, Google APIs, and AWS media services.
- Led a team of 6 engineers using Agile/Scrum, improving sprint velocity by 15% and delivering projects consistently on time.

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## SKILLS

**E-Commerce:** Shopify Plus, Shopify 2.0, Shopify Apps and Themes, Shopify Functions, Checkout Extensions, WordPress

**Frontend:** React, Next.js, Remix JS, Tailwind CSS, SCSS, JavaScript (ES6+), Liquid

**Backend and APIs:** Node.js, RESTful APIs, Laravel (PHP), GraphQL, Prisma

**Databases:** MySQL, MongoDB

**Cloud and DevOps:** Git, CI/CD Pipelines, Github, Gitlab

**Performance:** Core Web Vitals, GTMetrix, Headless Architecture, ATS Optimization

**Leadership:** Team Leadership, Agile/Scrum, Sprint Planning, Code Review, Mentoring, Jira, Trello, ClickUp

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## EDUCATION

**Bachelor of Engineering (B.E.) in Computer Science** | Gujarat Technological University (G.T.U.) | Ahmedabad | 2014

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## CERTIFICATIONS

**Shopify Theme Developer Certification** | Shopify | 2023

**Salesforce Commerce Cloud (SFCC) Developer Certification** | Salesforce | 2024