

KEVIN SCHEFFLER

SHOPIFY DEVELOPER

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PROFESSIONAL SUMMARY

Shopify developer with 3+ years of experience building, debugging, and optimizing conversion-focused storefronts for DTC brands. Strong in Liquid, JavaScript, HTML, and CSS, with hands-on ownership of live-store issues, subscription and cart integrations, responsive landing pages, analytics hooks, and maintainable theme architecture. Comfortable collaborating across design, product, marketing, and support teams to ship production-ready code.

EXPERIENCE

Independent Shopify Developer

May 2023 - Present

Remote · Contract development for DTC brands and agency teams

- Served as the sole Shopify developer during a two-month engagement with a high-growth DTC health brand; traced a purchase-blocking cart failure on its flagship subscription product to a PayWhirl selling-plan ID rejected by Shopify's Cart API and coordinated findings with both support teams.
 - Built a responsive product acquisition experience with custom Liquid sections, a JavaScript eligibility checker, dynamic CTA logic, and Google Tag Manager hooks, consolidating education, qualification, and conversion paths on one landing page.
 - Removed misleading subscription-price flicker at the point of purchase by overriding Recharge rendering behavior so the discounted price appeared on first paint and changed only when shoppers selected 'Buy once.'
 - Developed merchant-editable theme features including custom sections and blocks, PDP and collection logic, AJAX cart upsells, input validation, and variant rendering, reducing reliance on additional apps.
 - Translated requirements from founders, marketers, designers, and support teams into documented, production-ready changes tested across desktop and mobile.
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SELECTED TECHNICAL PROJECTS (build logs at kevinscheffler.io)

Modern Product Grid | Shopify, Dawn 15.4.1 - Custom collection section with notched SVG product cards, staggered columns, and a CSS-only elliptical hover reveal. Inherits Dawn color schemes, ships no JavaScript, touches no base-theme files; seven documented rounds of visual QA.

Scroll-Driven Product Video | Shopify, Dawn 15.4.1 - Full-bleed section where scrolling scrubs a product video frame by frame with callouts pinned to the footage. MP4 seekability verified at the box level and against CDN range requests before build; three files, static image fallback on mobile and under reduced motion.

Shopify Admin Automation | Node.js - Node.js and Axios utility for product creation and inventory updates by location through the Shopify Admin API, with credentials stored in environment variables.

Variant-Aware Collection Template | Liquid - Collection template rendering each color variant as a standalone tile with its own image and direct link, with duplicate filtering, lazy loading, and scoped styles.

TECHNICAL SKILLS

Shopify: Liquid | Theme Development | JSON Templates | Sections and Blocks | Dawn

Frontend: JavaScript (ES6+) | HTML5 | CSS3 | Node.js

Commerce: Cart API | AJAX Cart | PDP and Collection Logic | Form Validation

Tools: Git | GitHub | Shopify CLI | Theme Check | Claude Code | Axios | Google Tag Manager

Quality: Responsive Design | Cross-Browser Testing | Performance | Accessibility

Integrations: Recharge | PayWhirl | Shopify Admin API

EDUCATION AND TRAINING

Bergen Community College | Computer Science Coursework | Paramus, NJ

Shopify AI Developer Bootcamp

Freemote Shopify Developer Program

Full Stack Open

The Odin Project | Full Stack JavaScript Curriculum