VIKASH CHAUDHRY

Shopify Developer | Frontend Developer | E-commerce

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PROFESSIONAL SUMMARY

Frontend and Shopify Developer with 1.5+ years of hands-on experience building, customising and maintaining e-commerce websites. Skilled in Shopify Liquid, HTML, CSS and JavaScript, with working experience in WordPress, responsive design and conversion-focused store layouts. Manages multi-channel product catalogues across Amazon, Flipkart, eBay and Etsy, and creates marketing visuals in Canva. Seeking to contribute to a product or e-commerce team in a structured, fast-paced organisation.

TECHNICAL SKILLS

E-commerce Platforms	Shopify (Liquid, theme customisation, store setup), WordPress
Frontend	HTML5, CSS3, JavaScript (basic), Responsive Web Design, UI/UX Implementation
Store Management	Product pages, collections, navigation, pricing, store content, theme troubleshooting
Marketplaces	Amazon, Flipkart, eBay, Etsy (product listing and catalogue management)
Optimisation	Website performance, conversion-focused layouts, e-commerce website optimisation
Marketing & Design	Social Media Optimisation (SMO), social media content, Canva creatives, promotional banners

PROFESSIONAL EXPERIENCE

Frontend & E-commerce Developer — Jun 2025 – Present

Flaneur Global Silver & Gold (Fine Jewellery Brand), Jaipur

- Built and maintain the brand's fine jewellery e-commerce website on Shopify, keeping site performance and user experience consistent.
- Manage multi-channel product listings and catalogues across Amazon, Flipkart, eBay and Etsy.
- Improved website layout and functionality with the team to lift conversions and simplify the customer journey.
- Create product visuals and social media graphics in Canva for the website and marketing channels.

Shopify Developer (Part-time) — Mar 2026 – Aug 2026

Digital Heroes

- Developed and customised Shopify e-commerce websites for multiple clients based on their business requirements.
- Customised themes, responsive layouts, product pages, collections, navigation and store functionality.
- Wrote Shopify Liquid, HTML, CSS and JavaScript to build custom features and UI improvements.
- Improved user experience through responsive design, smoother navigation and conversion-focused layouts.
- Managed product listings, collections, pricing, images and other store content.
- Diagnosed and resolved theme, layout and functionality issues across client stores.
- Worked with clients and team members to gather requirements and deliver website updates on deadline.

Web Developer — Jan 2025 – Jun 2025

Qudrat Studio, Jaipur

- Designed and launched the studio's informational website on WordPress to establish its professional web presence.
- Planned and executed Social Media Optimisation (SMO) strategies to improve the studio's online visibility and engagement.

EDUCATION

Bachelor of Arts (B.A.), Raj Rishi Bhartrihari Matsya University, Alwar — **2021 – 2024**

Senior Secondary (Class XII), Harikishan Sr. Sec. School, Alwar (RBSE, Ajmer) — **2021**

Secondary (Class X), Harikishan Sr. Sec. School, Alwar (RBSE, Ajmer) — **2019**

ADDITIONAL INFORMATION

Languages: English, Hindi

Strengths: Adaptability, time management, attention to detail, problem solving, team collaboration