

Heorhii Terentiev

Senior Shopify Plus Engineer

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PROFESSIONAL SUMMARY

Senior Shopify Plus Engineer with 5+ years of experience architecting and scaling enterprise eCommerce storefronts. Delivered measurable business impact, including +24% revenue per visitor, +18% conversion rate growth, and 73% inventory sell-through within 9 days across Shopify Plus replatforms and complex feature launches. Strong in Shopify 2.0 architecture, metaobject-driven systems, Shopify Functions, and Checkout UI Extensions. Experienced in architecting high-traffic Shopify Plus environments supporting 200k+ daily visitors. Actively mentor engineers and collaborate cross-functionally with product, design, and marketing to align technical execution with revenue-focused outcomes.

CORE EXPERTISE

- **Shopify Architecture:** Shopify Plus, Shopify 2.0, Liquid, Metaobjects, Shopify Functions, Checkout UI Extensions, Admin API, Multi-region architecture
- **Engineering:** TypeScript, JavaScript, React/Next.js, Node.js
- **DevOps & Tooling:** Docker, GitHub Actions, Cypress, Vite, Webpack
- **Optimization:** Core Web Vitals, SEO, WCAG, CRO, A/B Testing
- **Leadership:** Architecture Ownership, Mentorship, Technical Interviews, Pre-Sales Solutioning

EXPERIENCE

Senior Shopify Engineer

Vaan – Remote, Albany, New York, United States | May 2024 – Present

Senior contributor on enterprise Shopify Plus implementations across beauty, luxury, and CPG brands.

- Morphe Replatform: +24% Revenue Per Visitor, +18% Conversion Rate, +15% Add-to-Cart
- Hourglass Custom Palette Launch: 73% inventory sell-through in 9 days
- Support and optimize Shopify Plus storefronts handling 200k+ daily visitors
- Contributed to scalable multi-region Shopify Plus architecture supporting US, UK, EU, MX, JP, and AE markets.
- Architected modular Shopify 2.0 theme systems and advanced customization engines (metaobjects, metafields)
- Implemented Shopify Functions and Checkout UI Extensions to enable advanced pricing, promotional, and checkout logic.
- Refactored legacy systems to improve maintainability and accelerate delivery cycles
- Partnered cross-functionally to align technical architecture with revenue objectives
- Mentored engineers through code reviews and internal knowledge sharing

Enterprise Clients: Morphe | Hourglass | HexClad | r.e.m. beauty | Jacob & Co.

Shopify Practice Lead

Elogic Commerce – Remote, Tallinn, Estonia | Jan 2024 – May 2024

- Led Shopify Plus delivery across enterprise projects
- Mentored 4 engineers and established architectural standards

- Owned technical pre-sales, solution architecture, and effort estimation
- Reduced technical debt through structured development guidelines

Shopify & React Developer

Elogic Commerce – Remote, Tallinn, Estonia | May 2023 – Jan 2024

- Delivered Shopify Plus and headless builds across US, UK, EU markets
- Developed React applications with Cypress testing
- Designed API integrations and implemented performance optimization strategies

Shopify Frontend Developer

GenovaWebArt – Remote, Zaporizhia, Ukraine | Sep 2021 – May 2023

- Implemented advanced theme customizations and performance optimizations
- Migrated storefronts to Shopify 2.0
- Supported A/B testing initiatives to improve conversion

EDUCATION

B.Sc., Veterinary Medicine — Agrarian & Economic University, Ukraine