

Nemanja Pažin

Shopify Front-End Developer

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Shopify front-end developer with **4+ years on Shopify** and 6 years in web development. I build and maintain stores for US and EU e-commerce brands: Online Store 2.0 sections, blocks and templates in Liquid, product pages, landing pages and campaign updates, plus app setup and day-to-day content work. I work directly with marketing teams, designers and clients, take a task from brief to tested release, and most of my clients are US brands, so I am used to working with a daily overlap with US Eastern time.

Liquid · Online Store 2.0 · Sections & blocks · PDPs · Landing pages · Figma to Shopify · HTML · CSS · JavaScript · Git / GitHub · App setup · On-page SEO · Page speed

EXPERIENCE

Shopify Developer & Automation · REVO (revomadic.com), freelance

Apr 2026 — now

US wellness-device brand · Shopify, Liquid, JavaScript, metafields, Node.js

- Build product pages from the designer's Figma files as OS 2.0 sections, e.g. the Sculptor and Genie Smart Wand PDPs: before/after sliders, comparison tables, video feeds, countdown offers, FAQ and sticky add-to-cart.
- Make every section editable in the theme editor, with product content from metafields, so one template serves many products.
- Adapt desktop designs for mobile and keep pages fast with lazy-loaded images and async scripts.
- Set up the pages, banners and offers for the store's sales, such as Summer Sale and Halloween.
- Build campaign and product landing pages, blog templates and article layouts.
- Building a Node.js pipeline that turns a topic into a hidden Shopify blog draft: Claude API writing from approved product facts, compliance and SEO checks, OpenAI images and real Okendo reviews, run from a small web app.

Frontend Developer · Heylander

2024 — now

Agency · Shopify, WordPress, Webflow, page builders

- Develop and maintain Shopify, WordPress and Webflow sites for clients as the solo developer.
- Build and optimize landing pages in Webflow, Replo, Unbounce and Elementor, with faster load times.
- Turn designers' files into working, responsive pages together with design and marketing teams.
- Introduced reusable components and a cleaner structure across projects.

Frontend Developer · Wollson

2022 — 2024

E-commerce agency · Shopify, Liquid, Vue.js, page builders

- Built and maintained landing pages for HexClad, Lemme and Chamberlain Coffee.
- Front-end developer in a five-person team that built the Nguyen Coffee Supply store from scratch.
- Built and optimized custom bundle apps in Vue.js.
- Onboarded new developers, ran code reviews and set up team workflows.

Web Developer & Multimedia Designer · Maxim Media Plus

2020 — 2022

- Built and maintained websites for media brands TDI, HIT FM, Karolina, JAT and Lola Radio.
- Designed campaign visuals and social media content, and the Golf Club Ada logo; edited TV commercials in After Effects.

SELECTED SHOPIFY STORES

Nguyen Coffee Supply · US coffee brand, at Wollson
New store built from scratch with a five-person team. Custom Liquid sections editable in the theme editor and product page work. The store still runs on this build about four years later.

Silvery · US bedding brand · mysilvery.com
Header, footer and all store pages. Moved the pages built in Replo over to Instant at the client's request.

Revarla · UK cosmetics, single hero product
Product setup, installing and configuring apps, bundle offers with free gifts in Kaching Bundles, and ongoing store edits.

ORBIS Switzerland · supplements, Italian market
The whole store from start to launch: homepage and landing sections, product pages and cart, set up as a sales funnel with reviews, social proof and an advertorial page.

Nuclever · French supplements, multi-language EU store
Homepage, product page, header and footer for a store sold in French, Italian and German across EU markets.

Debauchery · US fragrance brand · debauchery.life
Landing pages and product pages built in Replo, plus smaller Liquid changes in the theme.

Case studies with screenshots, plus WordPress and Webflow work: nemanjapazin.com

SKILLS

Shopify	Liquid, Online Store 2.0 sections, blocks and JSON templates, product pages, cart, theme customization, metafields and metaobjects, Shopify CLI, Shopify Admin API; products, collections, pages, blogs and navigation
Front-end	HTML5, CSS3 / SCSS, JavaScript, responsive and mobile-first layouts, Vue.js, React, GSAP
Page builders	Replo, Instant, Webflow, Elementor, Unbounce, WPBakery
Apps & tracking	Klaviyo, Judge.me, Okendo, Kaching Bundles, GA4, Google Tag Manager, Meta Pixel
SEO & speed	On-page SEO (titles, descriptions, blog structure), page-speed work on landing pages
Workflow	Git and GitHub, Figma, ClickUp, AI coding assistants (Claude Code), Node.js, REST / GraphQL APIs
CMS	WordPress, ACF, PHP
Design & media	Photoshop, Illustrator, After Effects (image and video editing)

EDUCATION

B.A.S. Electrical and Computer Engineering
University of Information and Communication Technologies, Belgrade

LANGUAGES

English — C1
Serbian — native

HOW I WORK

- I ask questions when a brief is unclear, and I test every change on desktop and mobile before I mark it done.
- I point out UX, content and visual issues I notice on a page, and suggest how to improve it.
- I build sections so marketing teams can change content without a developer.