

RON RECIPROCO

SENIOR SHOPIFY DEVELOPER

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SUMMARY

Shopify Developer with over +8 years of experience and a full-stack development background, specializing in building, optimizing, and scaling high-performing eCommerce stores. Proven track record of improving conversion rates through CRO-driven design, mobile-first development, and performance optimization. Experienced in collaborating with design, marketing, and engineering teams to deliver clean, scalable, and user-focused solutions.

WORK EXPERIENCE

Senior Shopify Developer at Umbra Digital Company

May, 2024 – Present

- Helped maintain and customize Shopify themes to enhance user experience and customer engagement.
- Developed personalized features such as Customize Your Flask, Prescription Flow, Virtual Try-On, and converted Figma designs into Liquid templates.
- Worked closely with management and design teams to align technical solutions with business goals.
- Integrated third-party apps and optimized store performance to improve site speed and reliability.
- Enhanced checkout workflows and custom scripts to boost conversion rates and streamline transactions.
- Established coding standards and best practices to ensure scalable, maintainable Shopify development.

Full Stack Developer at PhilLabor (Contractual)

November, 2024 – December, 2025

- Built a CRM at PhilLabor using Vite.js + React for developing the front-end and PHP, MySQL for back-end components for smooth, responsive user experiences.
- Implemented automated testing, optimized database queries, and improved application logic to boost performance and reliability.
- Monitored system health, resolved critical issues, and collaborated with cross-functional teams to align technical solutions with business goals.

Shopify Developer at PodVapes

August, 2021 – October, 2024

- Maintained and customized the Dawn theme store for a direct client, enhancing user experience and customer engagement.
- Built a Prescription Upload feature for customizer products requiring prescriptions and implemented a Safety Wall to comply with vaping regulations.
- Worked closely with marketing agencies, design, and management teams to align technical solutions with business goals.
- Integrated third-party apps and optimized site performance for faster load times and improved reliability.
- Established coding standards and best practices to ensure scalable and maintainable Shopify development.

Shopify Expert / Graphic Designer at Lemon Jelly

July, 2019 – October, 2022

- Managed Shopify Plus admin, overseeing storefront operations, product listings, and store settings to ensure smooth daily functionality.
- Executed custom development tasks using Liquid and JavaScript to enhance storefront features and optimize user experience.
- Designed and implemented graphics and brand visuals, collaborating closely with marketing and design teams to align technical and creative solutions.
- Contributed to UX improvements, A/B testing, and feature rollouts, boosting engagement, conversions, and overall customer experience.

Private Server Developer | Self-Employed – Ragnarok Online

January, 2010 – 2021

- Built, hosted, and maintained private Ragnarok Online servers on Linux and VPS-based operating systems.
 - Developed custom features and gameplay mechanics, and contributed scripts to open-source server repositories and game forums for community use.
 - Managed game updates, patch notes, server performance monitoring, backups, web hosting, domain setup, and VPS administration, ensuring stable, secure, and high-performing servers.
 - Maintained server security, optimized system resources, and performed regular database maintenance (MySQL) to ensure smooth gameplay and minimal downtime.
 - Provided technical support and troubleshooting, resolving server issues promptly and implementing preventive measures to reduce future disruptions.
 - Coordinated with clients to understand requirements, deliver updates, and implement feature requests effectively.
 - Started this as my main source of income in high school and successfully leveraged the opportunity to grow my business and technical expertise during the pandemic years.
 - Gained strong foundational skills in HTML, CSS, C/C++, PHP, MySQL, server management, Linux, VPS administration, and web hosting, forming the technical base for later full-stack and Shopify development work.
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EDUCATION

Certification - Zuitt Coding Bootcamp

- Full Stack Development: September, 2023 - March, 2024
- Awarded as the highest and best in Capstone Project for building a full-stack eCommerce store.
- Completed comprehensive training in front-end and back-end development, including HTML, CSS, JavaScript, Node.js, MongoDB, React.js

Bachelor of Science in Information Technology

- Undergraduate: June, 2014 - September 2015

Bachelor of Science in Marine Engineering

- Undergraduate: June, 2012 - September, 2013