

Mario Vicuña

Senior Shopify Developer | Headless (Hydrogen, React, TypeScript) | AI & Agentic Commerce

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Professional Summary

Senior Shopify Developer with 9+ years building and scaling ecommerce for international brands. Built 50+ Shopify and WordPress stores with custom themes and app integrations. Current focus: headless Shopify (Hydrogen, React, TypeScript), the Storefront and Admin GraphQL APIs, and AI integrations such as semantic product search, LLM features built on catalog data, and agentic commerce readiness. Uses Claude Code and Codex daily to ship faster while keeping quality high. Open to full time and part time remote roles.

Core Skills

Platforms: Shopify, Shopify Plus, Shopify Hydrogen, Magento, WordPress

Development: JavaScript, TypeScript, React, Front-End Design, custom theme development, app integrations

APIs: Shopify Storefront GraphQL API, Shopify Admin GraphQL API

AI and Agentic Commerce: AI product recommendations, semantic product search, LLM features on catalog data, agentic commerce readiness

Performance and Growth: Core Web Vitals optimization, A/B testing, mobile-first optimization, ROAS optimization, Magento to Shopify migrations

Tools: Git, Kubernetes, Claude Code, Codex

Professional Experience

Shopify Developer, Trafilea Group

December 2019 to June 2026 | Argentina (Remote)

- Built high-conversion Shopify stores for international DTC brands.
- Ran A/B tests that increased Facebook ad ROAS by 15%.
- Delivered mobile-first campaigns under tight deadlines, improving UX and page speed.
- Reduced load times by an average of 35% through Core Web Vitals optimization.

- Shipped AI-powered product recommendations and engagement features.
- Worked in live production workflows with Git version control.

Shopify Developer, Redstage

August 2016 to August 2019 | Argentina

- Led multiple Magento to Shopify migrations with zero downtime and full data integrity.
- Built scalable custom themes and optimized site architecture for high-traffic ecommerce.
- Developed a custom internal CRM system that improved operational efficiency.
- Partnered with marketing and product teams to ensure smooth project launches.

Education

Universidad de los Andes (Venezuela): Systems Engineering, 2010 to 2016

Certifications

- EF SET English Certificate: C1 Advanced (CEFR)
- JavaScript Fundamentals, Caddy

Languages

Spanish (native), English (C1 Advanced)