

Joffre Ordinola Flores

Shopify Developer & E-commerce Specialist | Theme Customization & Store Operations

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About me:

Shopify Developer and E-commerce Specialist with 5+ years of end-to-end experience across theme development, store operations, and custom feature engineering. I build scalable, in house solutions using Liquid, JavaScript, and Shopify's native APIs, reducing third-party app dependency while solving complex business problems. I have independently delivered advanced features including B2B portals, Cloudflare Worker integrations, A/B price testing frameworks, custom Shopify CLI extensions, and data-driven section architectures driven by Metafields and Metaobjects.

My background in store operations (inventory, fulfillment, 3PL, marketing integrations) means I don't just build features, *I understand why they matter to the business.*

Work Experience:

Kirkby Consulting - Shopify Developer - United States (October 2025 - Present)

- Execute complex theme migrations, rebuilding sections from the ground up using modern Shopify features (blocks, app extensions, new theme architecture) while preserving all existing store functionality.
- Build and maintain heavily Metafield-driven section architectures, enabling non-technical teams to manage rich, structured content directly from the Shopify editor without touching code.
- Design and build secure B2B portals: custom dashboards with Liquid-based access control, bulk order forms with CSV upload, wholesale asset libraries, and header intercept logic that routes verified partners away from the generic Shopify account page into a purpose-built experience.
- Build guided product finder and recommendation quizzes powered by Metaobjects, allowing clients to manage recommendation logic via CSV without touching code, integrated with Klaviyo for lead capture and GA4 for full funnel analytics.
- Applied conditional block-level logic to modify button labels, trigger secondary cart actions, and adjust UI behavior based on product/customer data.
- Conduct ongoing CSS/JS bug fixes, accessibility (ADA/WCAG) audits, and performance optimization across client stores.

Arms of Andes & Aya Eco - United States (2021 - October 2025)

Shopify Website & E-commerce Manager (2024 - October 2025)

- Managed four Shopify stores serving North America and Europe with 2,000+ SKUs per brand, maintaining inventory accuracy through real-time 3PL sync and dynamic shipping-rate configurations.
- Led full theme migrations (from page builders to custom Shopify templates), built metafield-driven dynamic product templates, and developed schema-based content systems enabling non-technical staff to update content directly in Shopify's editor.

- Designed and implemented new product pages, navigation systems, and site sections based on sales data and customer feedback. Reducing dependency on third-party apps by building in-house solutions.
- Oversaw backend operations including product/variant creation, inventory management, preorder setups, synchronizing quantities and ship dates with fulfillment and customer-service teams to keep customers informed.
- Ran weekly UX/UI audits using heatmap analysis, session recordings, and A/B testing, driving measurable improvements in navigation and conversion paths.
- Coordinated cross-functional teams (marketing, sales, and logistics) to ensure seamless product launches and campaign rollouts, maintaining consistent data across all platforms.

Shopify E-commerce Assistant - United States (2021 - 2023)

- Supported the daily management of four Shopify stores, maintained product data accuracy by updating SKUs, inventories, pricing, promotions, and shipping rates in coordination with warehouse teams.
- Led the Amazon Seller Central integration with Shopify, including Amazon MCF setup for automated fulfillment, 1500 SKU mapping across Amazon/eBay/Shopify, and resolution of issues such as shipment restrictions, product updates, and lost inventory.
- Assisted in the setup and optimization of Google Ads (PMax, Shopping) campaigns through keyword research and feed improvements.
- Supported Klaviyo implementation by segmenting customer lists, setting up automated flows, and monitoring campaign performance.
- Managed discount creation and adjustments to flat-rate shipping in alignment with 3PL and logistics updates.

Freelance - Shopify E-commerce Specialist (2022 - Present)

- Deliver end-to-end Shopify customizations for clients: theme features, custom sections and logic, landing pages, and Metafield/Metaobject-driven content systems.
- Conduct full-scale site and theme audits to reduce app dependency, improve site speed, and lower monthly overhead costs.
- Manage key integrations and automation tools: Klaviyo, Google Merchant Center, Amazon/eBay.
- Build complete Shopify stores from scratch, handling theme selection, customization, and full store setup for each client.

Umaker Peru - Digital Designer (2020 - 2021)

- Built brand identities for digital startups: logos, color palettes, typography systems, and social media assets aligned with go-to-market strategies.

Labotec Perú - Digital Marketing Assistant (2019 - 2020)

Build Solutions - Marketing Assistant (2018 - 2019)

Volunteering:

Q'umir Kuyuy - Brand Manager (2021 – 2023)

- Led and executed the redesign of the organization's visual identity, ensuring consistency across all digital and physical channels.
- Created marketing collateral for social and print campaigns; coordinated community events and charity initiatives supporting children's education.
- Produced campaign materials and organized community book drives, donating hundreds of books to the local library.

Education:

Bachelor's Degree in Marketing and Management – Universidad Privada del Norte (2015 – 2019)

Professional Title in Marketing and Management – Universidad Privada del Norte (2021)

Skills and Certifications

Shopify Development: Liquid, JavaScript, HTML/CSS, Shopify CLI, App Extensions, Customer Account UI, Metafields, Metaobjects, Shopify Functions, Shopify Plus / B2B

Third party integrations: PostHog, Klaviyo, GA4, Amazon MCF, Google Merchant Center, NetSuite, Google and Meta Ads.

Analytics & Testing: A/B Testing, Microsoft Clarity, Lucky Orange, PostHog, GA4, heatmaps, session recordings.

Design & Tooling: Figma, Visual Studio Code, PowerShell, UX/UI, ADA/WCAG Accessibility

Languages: English (Advanced - B2), Spanish (Native).

Certifications: Web Development, Basic and Advanced UX/UI Design, Liquid.