

MAGESHKUMAR R

Shopify Developer | WordPress Developer | Webflow Developer



PROFESSIONAL SUMMARY

Web Developer with 4+ years of experience building, customizing, and maintaining Shopify, WordPress, and Webflow websites and online stores - delivering responsive, SEO-friendly, and conversion-focused solutions on time. **Delivered 60+ projects** for clients across **India, Europe, and North America**.

- **AI Development:** Build websites from Figma designs, images, or HTML using Claude & Codex with MCP connectors for WordPress, Webflow, and Shopify.
- **AI Design:** Generate UI designs directly in Figma using Claude & Codex with the Figma MCP connector.
- **Platforms:** Shopify (Liquid, Themes), WordPress (WooCommerce, Elementor), Webflow CMS
- **eCommerce:** Product Catalog, Amazon / Flipkart Listings, Razorpay Payments, Shiprocket
- **Frontend & Design:** HTML5, CSS3, JavaScript, Responsive Web Design, Figma
- **SEO & Performance:** On-Page SEO, GA4, Microsoft Clarity, Search Console, Page Speed

WORK EXPERIENCE

Emphas Whizz Tech, Chennai, Tamil Nadu — Remote

Web Developer (Full-time)

Jul 2025 – Jul 2026 · 1 yr

- **Web Development:** Built and maintained responsive company websites and landing pages with HTML, CSS, WordPress, Webflow, and React.
- **UI Implementation:** Converted Figma designs into responsive HTML/CSS and React interfaces; created AI-assisted UI screens.
- **Automation:** Built and managed n8n automation workflows.
- **Digital Marketing:** Supported Meta Ads and Google Ads campaign execution.
- **SEO & Analytics:** Basic SEO Activities, Set up GA4, Google Tag Manager, Microsoft Clarity, and Search Console for tracking and user behavior analysis.
- **AI Tools:** Used ChatGPT, Gemini, and Claude for UI generation, content, workflow planning, and development.
- **AI API Management:** Managed AI model APIs for Claude, ChatGPT, Gemini, Grok, and Sarvam AI.
- **Cloud Services:** Set up and managed AWS, Azure, and Google Cloud accounts - configuration, usage limits, and credits.

Triadss Group of Companies, Chennai, Tamil Nadu — On-site

Webflow Developer (Full-time)

Feb 2024 – Jun 2025 · 1 yr 4 mos

Shopify, WordPress & Webflow Development

- Developed responsive, mobile-first eCommerce stores and websites on Shopify, WordPress (WooCommerce), and Webflow.
- Customized Shopify themes using Liquid, set up WooCommerce stores, and integrated Razorpay payment gateway.
- Managed the full store lifecycle - development, testing, deployment, performance optimization, and maintenance.
- Updated product pages, banners, and site content for marketing campaigns, promotions, and online sales.

eCommerce Product Listing & Order Management

- Managed product listings and catalog updates on Amazon, Flipkart, and Distacart; handled order processing to shipment.

CONTACT

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- Portfolio: [mageshdev.in](#)

SKILLS

eCommerce & CMS Platforms

- Shopify (Liquid & Themes)
- WordPress (Elementor)
- WooCommerce
- Webflow (CMS)
- Product Catalog Management
- Amazon / Flipkart Listings
- Order & Shipping (Shiprocket)
- Razorpay Payment Integration

AI Tools

- Google Antigravity, Stitch, Lovable & Figma Make
- Claude Design, Claude Code & Codex
- Claude & ChatGPT MCP Connectors

Design Tools

- Figma
- Canva

Low Code Tools

- WordPress
- Webflow
- Shopify
- Framer
- n8n Automation

SEO & Analytics

- Google Search Console
- Google Analytics (GA4)
- Microsoft Clarity
- On-Page SEO
- Page Speed Optimization

Hosting & Domain

- Git / GitHub
- Hostinger
- Netlify
- Vercel
- GoDaddy
- cPanel
- SSL / DNS

Shipping & Order Fulfillment

- Managed domestic and international order fulfillment via Shiprocket, DTDC, and Delhivery.

Hosting & Domain Management

- Set up Netlify hosting; configured DNS records, SSL certificates, and custom domains.

IT Support

- Provided IT support for email configuration, website troubleshooting, and internal tools.

Tezooo Innovations Pvt. Ltd

UI/UX Designer & WordPress Developer

Dec 2021 – Jan 2024 · 2 yrs 1 mo

- Developed and customized WordPress themes and plugins, managed CMS content, user roles, and security.
- Optimized websites for page speed, mobile responsiveness, and SEO rankings.
- Designed UI/UX layouts and marketing graphics for web and social media using Figma and Canva.

KEY PROJECTS

60+ projects delivered for clients across India, Europe, and North America.

Full portfolio: mageshdev.in/projects

- **Mallu Vibes (Shopify, SEO):** Shopify store setup, theme customization, and on-page SEO - malluvibes.com
- **Cherrymeup (WordPress, WooCommerce):** WooCommerce eCommerce store built on WordPress - cherrymeup.com
- **Webflow CMS Websites:** Zepic, Truein, VakilPro, InDa Family, Hotel All Season - zepic.com, truein.com
- **WordPress Websites:** Tezooo, Azure180, Aleken, Sherry Shaban Fitness (Elementor, Astra) - tezooo.com
- **Emphas.ai (HTML/CSS, SEO):** Custom-coded website with on-page SEO - emphas.ai

INTERNSHIP

iGlobal Test Labs Pvt. Ltd

Quality Analyst

Jun 2021 – Nov 2021 · 6 mos

- Performed smoke, regression, and functional testing; tracked defects using Redmine.

Sri Balaji Vidyapeeth University, Puducherry

WordPress Developer (Internship)

Jun 2019 – Aug 2019 · 3 mos

- Built custom WordPress pages with Astra and Elementor Pro — landing pages, menus, headers, and footers.

EDUCATION

B.Tech (CSE) | CGPA: 8.1

Rajiv Gandhi College of Engineering & Technology, Pondicherry University
2017 – 2021

LANGUAGES

- English
- Tamil