



ADEEL HAIDER

Senior Full-Stack Developer — PHP / Laravel / Shopify / WordPress / Python
8+ Years · E-commerce & Web Applications · AI-Assisted Development

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Location Lahore, Pakistan

Availability Remote / Onsite / Hybrid ·

Open to any timezone

CORE STACK

Shopify

PHP

Laravel

Python

WordPress

React

Liquid

MySQL

SHOPIFY

Liquid

Theme 2.0

Schema

Sections

Metafields

Cart UX

Headless

Hydrogen

Storefront API

Admin API

Shopify Plus

Scripts

App Dev

Markets

ACCESSIBILITY / CRO

WAVE

WCAG 2.2

ARIA

axe

Lighthouse

CRO

A/B Testing

Core Web Vitals

Klaviyo

Recharge

GA4 / GTM

SEO Schema

CHANNELS & INTEGRATIONS

Amazon

eBay

Google

Facebook

Instagram

ERP

Bundles

Coupon APIs

Filters

Recent Views

PHP / LARAVEL

PHP 7/8

OOP

MVC

Composer

8+

YEARS EXP

35+

PROJECTS

25+

SHOPIFY STORES

5

TECH STACKS

PROFESSIONAL SUMMARY

Senior Full-Stack Developer with 8+ years building e-commerce storefronts, custom web applications and CMS platforms across Shopify, PHP/Laravel and WordPress, with working knowledge of Python/Django. Deep hands-on expertise in Shopify Liquid, Theme 2.0, headless/Hydrogen storefronts, Storefront & Admin APIs, and Shopify app development, paired with strong Laravel backend skills (Eloquent, REST APIs, auth, queues) and responsive React/JavaScript frontends. Delivered 25+ live Shopify stores and multiple SaaS-style Laravel products, and contributed to a Django-based 340B healthcare platform. Integrates modern AI-assisted development tools (Claude Code, ChatGPT, Cursor, Codex, Gemini, Copilot) across prototyping, debugging, refactoring and code review — always validating output before production delivery.

PROFESSIONAL EXPERIENCE

Senior Shopify & Full-Stack Developer | Pure Logics Apr 2022 – Present

- Deliver end-to-end Shopify store builds from scratch to launch — products, collections, discount codes, filters, shipping, domains and analytics setup.
- Build custom front-end features: product bundles, cart/coupon-code APIs, advanced filters, recent-views, variant handling and product tagging.
- Build and maintain Shopify storefronts, custom Theme 2.0 themes, reusable sections and schema-based configurations, with strong focus on accessibility (WAVE, WCAG) and Core Web Vitals.
- Integrate sales channels (Amazon, eBay, Google, Facebook, Instagram), ERP/marketing connections and third-party apps via Storefront & Admin APIs and metafields.
- Develop Laravel/PHP web applications and Shopify apps (Laravel backend) with auth, REST APIs, queues and MySQL; contributed to a Django-based 340B healthcare platform.
- Build headless/Hydrogen React storefronts and deliver CRO and A/B-tested UX improvements; apply AI-assisted tooling (Claude Code, Cursor, ChatGPT, Codex, Copilot) for faster delivery.

Shopify Developer | Phaedra Solutions Dec 2020 – Mar 2022

- Built and customized Shopify storefronts, custom themes, sections and schema-based settings for e-commerce brands.
- Delivered responsive product, collection and cart UX improvements using Liquid, JavaScript, HTML and CSS.
- Customized third-party Shopify apps, tracking scripts and storefront integrations while maintaining frontend stability.

PHP & Shopify Developer | Skylinx Technology Jul 2018 – Nov 2019

- Built Shopify storefronts plus PHP and WordPress websites with responsive layouts, SQL support and SEO-friendly structures.

Blade	Eloquent
Artisan	Queues/Jobs
Auth	REST APIs
Livewire	MySQL

PYTHON / DJANGO

Python 3	Django
REST APIs	ORM
Scripting	Automation

FRONTEND

React	JavaScript
jQuery	AJAX
HTML5	CSS3
Bootstrap	Tailwind
Responsive	Next.js

AI-ASSISTED DEV

Claude Code	ChatGPT
Cursor	Codex
Gemini	Copilot
Antigravity	Windsurf
Lovable	Bolt.new
v0	MCP

TOOLS / WORKFLOW

Git	GitHub
VS Code	Postman
Figma	Jira/Trello
CI/CD	SEO

- Handled theme customization, plugin updates, maintenance fixes and client-requested changes.

SELECTED PROJECT PORTFOLIO (project names are clickable links)

Pure Logics — Laravel / PHP & Python

- Quebitz • Quebitz App • Medical Media Network • Florida Digital Group • Winback (Shopify App) • 340B Platform (Django)

Pure Logics — Shopify Storefronts

- GalaxyArtWork • Full Eight • BHAKTA Spirits • Minaal • GLO Studio • Moda Xpress • The Pap Store • Veta Nell • SleepEQ • Atlantic Radio • Highland Cabinetry (WordPress)

Phaedra Solutions — Shopify Storefronts

- Budget Billiards Supply • Mvintage • Cloth & Company • HRMNY Lab

Skylinx Technology — Shopify & WordPress

- Sky Organics • Made Natural • ExoGun • Skylinx Tech • Scrap Sports • Matix Labs • True Beacon Capital

Other Shopify Work

- AT Online Stores • Fused • Iremos • Circle by Circle • Vendetti Beauty • Rouhi Store • The Trove • BVINO

TECHNICAL SKILLS

Shopify Liquid, Theme 2.0, JSON Templates, Schema, Sections, Metafields, Cart UX, Headless / Hydrogen, Storefront & Admin API, App & Checkout Extensions, Shopify Plus, Scripts, Markets (i18n / multi-currency)

Custom Features Product bundles, cart / coupon-code APIs, advanced filters, recent-views, variant handling, product tagging

Integrations Sales channels (Amazon, eBay, Google, Facebook, Instagram), ERP & marketing connections, REST APIs, third-party apps

Accessibility WAVE, WCAG 2.1 / 2.2, ARIA, axe DevTools, Lighthouse, keyboard navigation, screen-reader testing

E-comm / CRO Conversion Rate Optimization, A/B testing, Core Web Vitals / speed optimization, Klaviyo, Recharge / Bold subscriptions, GA4 / GTM / pixels, technical SEO & schema, theme migrations

PHP / Laravel PHP 7/8, OOP, MVC, Composer, Blade, Eloquent ORM, Artisan, Middleware, Queues/Jobs, Auth, Validation, Livewire, REST APIs, JSON

Python / Django Python 3, Django, Django ORM, REST APIs, scripting & automation (working knowledge; hands-on via 340B platform)

Frontend React, Next.js, JavaScript, jQuery, AJAX, HTML5, CSS3, Bootstrap, Tailwind, Responsive UI

CMS WordPress, Craft CMS, Wix, Custom Plugins / Themes, SQL, MySQL, API & Payment Integration

AI-Assisted Dev Claude Code, ChatGPT, Cursor, Codex, Gemini, GitHub Copilot, Antigravity, Windsurf, Lovable, Bolt.new, v0, MCP

Tools / DevOps Git, GitHub, VS Code, Postman, Figma, Jira/Trello, CI/CD

EDUCATION

BS Information Technology — University of Sargodha (Lahore Campus)	Oct 2013 – Dec 2017
ICS — IBL College	Sep 2011 – Sep 2013

LANGUAGES

Urdu — Native / Fluent English — Professional Working