

SUMIT D. PATIL

Shopify Developer & CRO Expert | Scaling Brands with
High-Converting, Premium Store Experiences

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Summary

Shopify Developer & CRO Specialist with 3+ years of experience delivering 120+ high-performing e-commerce stores. Expert in building premium, conversion-focused Shopify experiences using advanced Liquid customization, user psychology, and modern UI/UX –focused on driving real revenue growth, not just design.

Education

Full Stack Developer	Technolearn Trainings	Pune, India	Aug 2022 -Jan 2023
Bachelor of Technology. CGPA 7.84/10	D. Batu University	Maharashtra, India	June 2019 -june 2022

Experiences

First Draft Studio (Bengaluru) feb 2025 - Current
Shopify Developer

- Shopify Developer with experience in end-to-end store development, including custom theme setup, backend configuration, and third-party app integrations. I specialize in transforming free themes into premium, high-converting websites using advanced Liquid customization.
- Skilled in building responsive, SEO-friendly layouts with a strong focus on CRO (Conversion Rate Optimization) and user psychology to create clean, modern, and conversion-driven product pages.
- Experienced in Shopify backend setup, app customization, and marketing tools like Klaviyo for email automation. Also create AI-based product visuals to enhance brand perception and give stores a premium look and feel

We Connect Service Pvt. Ltd (Chennai) feb2024- Feb 2025
Shopify Developer

- Worked as a Shopify Developer handling store setup, theme customization, and app integrations.
- Optimized product pages and checkout for better user experience and conversions. Created custom sections using Liquid, HTML, CSS, and JavaScript.
- Collaborated with designers and marketers to implement sales-driven features.

The Social Journey (Mumbia) June2023 - feb2024
Web Developer

- Developing and customizing responsive websites on Wix, integrating third-party apps, and adding custom code.
- Designing intuitive, optimized user interfaces with a focus on performance, accessibility, and SEO.
- Managing online stores, updating content, and collaborating with clients and teams for tailored solutions.

Skills

- Languages:** Liquid (Shopify), HTML5, CSS3, JavaScript, Liquid (Shopify)
- Shopify Expertise:** Theme Custom Theme Development, Liquid Customization, App Integration, Backend Setup
- Platforms & Builders:** Shopify, Wix Studio, Webflow, Framer
- CRO & Performance:** Conversion Optimization, Speed Optimization, SEO Best Practices
- Tools & Platforms:** Canva, Figma, AI Tools for Product Visuals & Branding Assets

Projects View More

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| Deepseecommerce | bargatelixirs - Perfume Brand | babyboofashion - Girls Dressed |
| Cordori Australia - clothing | thepanacheartistry - furniture | demellierlondon - Classic Bags |
| crumbsck - Dubai Cookie | anjugandhi - lehengas | kalmmoments - massage haven |

Projects

Language : English , Hindi , Marathi