

# Adrian Bengoechea

Full-Stack Developer focused on E-commerce

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Available for remote work · Available for on-site work (Guatemala City, Guatemala)

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## PROFESSIONAL SUMMARY

E-commerce developer with over 4+ years of agency experience, specialized in custom development for WooCommerce and Shopify. Track record building custom themes, plugins, and third-party integrations for production stores; delivering maintainable, performance-optimized solutions that reduce operational overhead and drive business results. Able to lead entire projects independently and/or collaboratively with production teams.

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## WORK EXPERIENCE

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### Mid-Senior E-commerce Developer (WooCommerce & Shopify) · CodeSunrise (Escondido, California)

July 2023 – May 2026

- Portfolio of 40+ production websites using WooCommerce, Shopify Plus, Laravel, and Symfony. 20+ e-commerce stores built end-to-end using WooCommerce and Shopify, from initial scope definition and custom plugin development through final delivery.
- Custom WooCommerce plugin development spanning analytics, event management, custom Gutenberg blocks, admin dashboard UI enhancements, and proprietary payment gateways.
- Custom Shopify stores using Liquid templates, snippets, metafields/metaobjects, Shopify Markets and translations, full visual redesign and performance improvements for existing stores, Woo-to-Shopify migrations, and building/maintaining small apps using Shopify CLI, App Bridge, GraphQL, Preact, and Prisma.

### Junior Front-end Developer · OCWebGuys (Los Angeles, California)

March 2022 – July 2023

- Expert at building pixel-perfect designs from Figma and PSD files using modern front-end technologies, including CSS frameworks, GSAP/Anime.js animations, Vue.js components, WordPress builders (Elementor, WPBakery, Divi), and Laravel Blade templates.
- Configured and maintained 20+ optimized WordPress projects with security, performance, and SEO plugins, including Wordfence, Yoast SEO, WP Rocket, Smush, Gravity Forms, ACF, and more.
- Collaborated directly with designers and backend developers, translating visual and business requirements into final production code across multiple parallel projects.

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## TECHNICAL SKILLS

- **WooCommerce:** Custom hooks and filters, data manipulation, checkout customizations, custom flows, cart logic, tax calculation, custom shipping methods, payment gateway integration, Woo Action Scheduler, WC CLI, WC API, custom plugins, WordPress multi-site, caching strategies.
- **Shopify:** Custom themes, liquid templates, snippets, metafields, & metaobjects, Shopify Markets, translations, Shopify Plus (Scripts, Launchpad, Checkout Extensibility), Storefront & Admin API, Shopify CLI, app development (Node.js + Preact + Prisma), and WooCommerce-to-Shopify migrations.
- **Frontend:** HTML5, CSS3/Sass, Javascript (ES6+), TypeScript, Bootstrap, TailwindCSS, GSAP & Anime.js, Canvas API, Rest & GraphQL Apis, Git, CWV, SEO, Responsive Design, Accessibility, Cross-browser testing.
- **Frameworks:** React (Hooks, Context, Router, Redux, UI components), Next.js (Components, data fetching, caching, routing and layouts).
- **Build Tools:** Webpack, Vite, Vitest & Testing Libraries.
- **Backend:** PHP 7.x/8.x (OOP, PSR standards), MVC Architecture, WP & Woo, Redis, MySQL & SQLite, Node.js, Authentication (JWT, OAuth 2.0), VPS Management, Composer.
- **Tools:** VSCode, npm & pnpm, Postman, LocalWP, Figma, Slack, Loom, Git, Linear.

## FEATURED PROJECTS

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**CernySmith** · [www.cernysmith.com](http://www.cernysmith.com) · WordPress Reporting System Migration & Rebuild ·

*April 2025 – October 2025*

- Legacy stress-management reporting system on a custom WordPress platform, implementing: quiz processing, member management with coach and head-coach roles, automated PDF report generation, one-time and recurring subscription purchases via PayPal, and an admin analytics dashboard for tracking sales and subscriptions.

**Stack:** WordPress, PayPal Gateway, MySQL, ACF, custom plugin development, PDF generation.

**GoodEatn** — [www.goodeatn.com](http://www.goodeatn.com) · Shopify Store Setup & Native Animated Theme Development

*November 2024 – January 2025*

- Rebuilt Shopify store front-end with a custom native theme, faithfully translating a fully animated legacy design into production code using Anime.js and custom CSS animations, while preserving all custom functionality and maintaining strong SEO performance scores.

**Stack:** Shopify, Liquid, Anime.js, CSS animations, custom theme development

**Americor** — [www.americor.com](http://www.americor.com) · Custom WordPress Theme & Advanced API-Connected Forms

*August 2023 – December 2023*

- Built the complete web infrastructure in WordPress for a debt-relief company, including a pixel-perfect custom theme with Bootstrap and Webpack, ACF-based content management, and multiple custom forms with direct integration to the client's external API.

**Stack:** WordPress, PHP, Bootstrap, Webpack, ACF, REST API integration

**Virgen LV** — [www.virgenlv.com](http://www.virgenlv.com) · Custom WordPress Theme with Client-Side Routing and Animations

*July 2022 – September 2022*

- Built a custom WordPress theme with smooth client-side page transitions, custom animation sequences, fully customizable content management, and strong SEO performance; delivered entirely without frontend frameworks.

**Stack:** WordPress, PHP, JavaScript, GSAP library, custom client-side routing

## CERTIFICATIONS

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- Shopify Partner — App Development (Shopify Academy) — February 2026
- Shopify Partner — Theme Development (Shopify Academy) — January 2026

## EDUCATION

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**Computer Systems and Sciences Engineering** · [Mariano Gálvez](#) ·

Scheduled Start: *January 2027*