

# SYED ZAIN PASHA

Full Stack Developer | Shopify Custom Theme & App Developer | CMS Specialist

Karachi, Pakistan | +92 336 274 2602 | syedzain1999@gmail.com

## PROFESSIONAL SUMMARY

Full Stack Developer with 5+ years of experience building and shipping custom eCommerce solutions, specialising in Shopify custom theme and app development. Progressed at Beecreative from Junior CMS Developer to Senior CMS Developer, Team Lead and Production Manager, delivering 300+ Shopify and eCommerce projects across multiple industries. Strong command of JavaScript, Liquid, HTML/CSS, Node.js and React, with hands-on experience in Shopify Admin and Storefront APIs, and a proven ability to turn Figma and Adobe XD designs into fast, conversion-focused stores. Lead two cross-functional development and SEO teams comprising 13+ developers and project managers, combining technical depth with delivery ownership, code quality and client success.

## TECHNICAL SKILLS

**Languages:** JavaScript (ES6+), TypeScript, Liquid, HTML5, CSS3 / SCSS, Node.js

**Frameworks & Libraries:** React, Remix, Express.js, Shopify Polaris, Shopify App Bridge

**Shopify Development:** Custom theme development (Online Store 2.0), sections & blocks, templates, metafields & metaobjects, Theme App Extensions, custom & public app development, Shopify CLI, Admin API (GraphQL & REST), Storefront API, webhooks, OAuth / app authentication

**Backend & Data:** RESTful API design & integration, GraphQL, MySQL, PostgreSQL, Prisma

**Front-End Practices:** Responsive & mobile-first UI, Figma / Adobe XD to code, performance optimisation (Core Web Vitals, Lighthouse), cross-browser testing, conversion-rate optimisation

**Tools:** Git / GitHub, VS Code, Chrome DevTools, Postman, Figma, Adobe XD

**Delivery & Management:** Agile / Scrum, sprint planning, code review, QA & release management, risk / timeline / resource management, stakeholder & client communication (Jira, ClickUp, Asana, Monday, Trello)

## PROFESSIONAL EXPERIENCE

### Beecreative.pk

Mar 2021 – Present

*Career progression: Junior CMS Developer → Senior CMS Developer → Team Lead → Production Manager*

- Delivered 300+ Shopify and eCommerce projects across multiple industries, from custom themes to custom apps.
- Improved on-time delivery rate by 25–30% through sprint planning, prioritisation and workflow optimisation.
- Supported upsell initiatives that contributed to 25% repeat clients.

### Production Manager (Development & Service Delivery)

Feb 2025 – Present

- Lead 2 cross-functional development and SEO teams (13+ developers and project managers), owning delivery from requirement gathering and technical scoping through QA, launch and post-launch support.
- Act as the technical bridge between clients, sales and engineering, translating business requirements into scalable Shopify and eCommerce solutions.
- Plan sprints, allocate resources and manage risk and timelines across concurrent projects, keeping delivery predictable and high quality.
- Partner with sales on upsell and recurring-revenue opportunities, improving customer satisfaction and retention.

### Team Lead

Mar 2024 – Feb 2025

- Led a team of CMS developers on Shopify theme and Shopify app builds, setting technical standards, assigning tasks and reviewing code before release.
- Coordinated with designers and project managers to meet tight deadlines while maintaining pixel-perfect, performant output.
- Guided developers on Liquid, JavaScript and Shopify best practices, raising overall code quality and delivery speed.

### Senior CMS Developer

Jun 2022 – Mar 2024

- Designed and developed custom-coded Shopify themes from scratch, using Liquid, sections, templates and metafields.
- Built custom Shopify apps that extended store functionality, integrating with the Shopify Admin and Storefront APIs and third-party services.
- Converted Figma and Adobe XD designs into pixel-perfect, responsive stores optimised for performance, UX and conversion rate.
- Owned complex client requirements end to end, working closely with designers and project managers to hit deadlines.

## Junior CMS Developer

Mar 2021 – Jun 2022

- Built and customised Shopify storefronts with HTML, CSS, JavaScript and Liquid, converting Figma and Adobe XD designs into responsive themes.
- Implemented sections, templates and metafield-driven content, and handled client change requests and bug fixes.
- Tested across browsers and devices to ensure consistent, high-quality delivery.

## WeBytez Technologies

Oct 2019 – Dec 2020

### Project Manager (Service Delivery)

- Managed client communication, requirement gathering and project execution for web and digital products.
- Coordinated designers and developers to ensure smooth, on-time delivery, translating client needs into clear technical tasks.
- Conducted client calls, demos and progress updates, building long-term relationships and driving digital upsell opportunities.

## EDUCATION

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### Bachelor of Computer Science

2018 – 2022

Sir Syed University of Engineering & Technology

### Intermediate (HSC)

2015 – 2017

Govt. Degree College Gulshan Block 7