ALEJANDRO HERMOSO

SHOPIFY / ECOMMERCE TECHNICAL LEAD

Full-Stack Developer | AI Automation | Conversion UX

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Orlando, Florida | Remote/Hybrid | English & Spanish — Fluent

01 / PROFILE

Ecommerce engineering, storefront UX and operational automation.

Technical Lead and Full-Stack Developer with 7+ years of Shopify development experience and Shopify Plus experience at GaspariNutrition.com. Work spans storefront development, theme and catalog architecture, products and variants, integrations, CRM, analytics, conversion UX and AI-powered operational workflows, supported by graphic design, UI/UX and digital production experience.

02 / ECOMMERCE STACK

Storefront, operations and automation

SHOPIFY — Shopify; Shopify Plus; Liquid; theme development; products and variants; collections; apps

ECOMMERCE OPS — Catalog architecture; Merchandising; Promotions / subscriptions; Stripe / fulfillment

AI AUTOMATION — AI Agents / n8n; Supplier workflows; APIs / Webhooks; LLM integrations

CONVERSION UX — Figma / responsive UI; Product discovery; Landing pages; Conversion optimization

GROWTH STACK — GA4 / GTM; Meta CAPI / Stape; CRM / email workflows; SEO / SMO

CREATIVE TECH — Photoshop / Illustrator; After Effects / Premiere; Lottie / photography; Brand execution

03 / EXPERIENCE

Head Developer — Infinite Labs Digital

- Lead technical delivery across ecommerce, websites, CRM, automation, infrastructure and digital production while managing developers and production QA.
- Develop and maintain Shopify and WordPress/WooCommerce experiences, integrating catalog structures, applications, analytics, CRM systems, APIs and conversion workflows.
- Translate Figma and brand systems into responsive production interfaces, combining engineering discipline with graphic design and UI/UX experience.
- Design automation workflows with n8n, APIs, AI agents, CRM systems and third-party services to reduce manual operational work and connect customer journeys end to end.
- Manage deployments, migrations, troubleshooting, GitHub workflows, cloud infrastructure and production releases across multiple client environments.

04 / SHOPIFY & ECOMMERCE SHOWCASE

Commerce platforms and related digital systems

INFINITE LABS — SHOPIFY

Featured Shopify ecommerce work spanning storefront development, product and collection architecture, merchandising, responsive UX, brand execution and ongoing platform optimization.

GASPARI NUTRITION / SHOPIFY PLUS

Shopify Plus experience at GaspariNutrition.com: manage theme development, products, variants, collections, promotions, apps, navigation, merchandising, integrations and troubleshooting.

SPECIES NUTRITION

Manage Shopify development and store operations across catalog structure, variants, collections, subscriptions, applications, promotions and customer-facing UX.

KEOPSY — INDEPENDENT

Migrated the business from WordPress to Shopify and continue to develop catalog, pricing, SEO/SMO, UX and conversion systems while architecting supplier and AI agent automation.

DIRECT PREVENTIVE CARE

Built the website from scratch and connected campaign landing pages to GoHighLevel forms, pipelines, automation, lead routing and Meta CAPI/Stape conversion tracking.

THE IV LOUNGE

Ongoing web and ecommerce-related development, promotions, location/service experiences, CRM automation, AI voice workflows, analytics, integrations and QA.

05 / AI COMMERCE DIRECTION

From checkout to fulfillment

KEOPSY connects ecommerce architecture with supplier data and AI agents. Developing workflows designed to support checkout, artwork approval, supplier ordering, payment, dropship fulfillment, marketing and customer communication with progressively less manual intervention.

06 / CREATIVE ADVANTAGE

Graphic designer and creative technologist experienced in Figma, Photoshop, Illustrator, After Effects, Premiere Pro, Lottie, photography, video and digital asset production. Apply this background to ecommerce UI, product presentation, responsive systems, campaign creative and brand consistency.

WEB + ENGINEERING — JavaScript • PHP; React / React Native; REST APIs • Webhooks

CLOUD + MARTECH — AWS EC2 • WP Engine • Plesk; GoHighLevel • Pipedrive; Mailchimp • GA4 • GTM

EDUCATION & LANGUAGES — Florida International University; English & Spanish — Fluent