

ROHIT MISHRA

SENIOR SHOPIFY TECHNICAL ARCHITECT

irohitm89@gmail.com · +91 70229 01875 · Bengaluru, India

linkedin.com/in/rkmishra89

PROFILE

Shopify technical architect with 11+ years in commerce engineering, 8+ of them on Shopify and Shopify Plus. Currently owns storefront architecture across a 20+ store multi-brand portfolio for a UK footwear group — spanning checkout and fulfilment integrations, search and merchandising platforms, structured data and technical SEO, conversion diagnostics, and performance governance. Previously led delivery teams building Shopify Plus flagships for Hindustan Unilever and Vishal Mega Mart. Known for converting repeated per-store work into portfolio-wide systems: metaobject-driven content, automated performance monitoring, and AI-assisted catalogue enrichment.

PROFESSIONAL EXPERIENCE

Senior Shopify Technical Architect / Senior Shopify Developer

Oct 2025 – Present

Channel Feeder India Pvt Ltd · Shopify delivery partner to Gardiner Bros & Sons (UK) · India

- Own storefront architecture across 20+ Shopify stores for Gardiner Bros & Sons, a UK multi-brand footwear group (Muck Boots, Hush Puppies, Timberland PRO, CAT Footwear, Durango, XTRATUF, Hunter Safety), setting portfolio-wide standards in place of per-store fixes.
- Architected Click & Collect for B2C stores on GFS Checkout: collection-point selection across DPD shops, parcel shops and lockers, a billing-vs-collection address model, graceful hiding of the method when no points return, and order-level capture of collection data for downstream ERP and carrier fulfilment — sequenced so nominated delivery dates and slots remain viable as phase two.
- Led a phased migration from Boost Product Filter & Search to Shopify native Search & Discovery — live site audits, a stakeholder decision deck, and a deliberate retain-Boost carve-out for high-complexity catalogues; closed the SEO exposure created by Shopify's April 2026 filter URL change through a canonical URL strategy.
- Established the portfolio's technical SEO and Generative Engine Optimization practice: Product, CollectionPage, FAQPage and BreadcrumbList JSON-LD, structured-data auditing, and evidence-led analysis of what actually drives AI citation — visible content structure versus markup alone.
- Designed a metafield-driven PDP content enrichment system on a content_tile metaobject with handle-based O(1) Liquid lookup, delivering "Why You'll Love It", "Materials & Construction" and "Fit & Shape" modules across the portfolio without forking themes per store.
- Replaced manual, per-store performance checks with an automated Lighthouse / PageSpeed monitoring pipeline — a scheduled GitHub Actions batch runner feeding a single dashboard of scores and optimisation opportunities for every store.
- Shipped a v0 AI product-description engine (PHP, PhpSpreadsheet, LLM API) that regenerated ~220 Muck Boots SKUs, and designed the GEO-grounded, multi-tenant, bring-your-own-key internal Shopify app it scales into.
- Run conversion funnel diagnostics using Shopify Analytics, Hotjar and Microsoft Clarity — stage-by-stage drop-off analysis alongside session replay and heatmaps — translating findings into prioritised CRO recommendations; a Hush Puppies UK audit isolated a below-benchmark add-to-cart rate as the primary leak and sizing communication as the highest-impact PDP fix.
- Directed Shopify OAuth and Admin API modernisation for the Toolset ERP integration — legacy custom-app discovery, a six-phase migration to Dev Dashboard apps, and automated OAuth callback handling.

Senior Shopify Developer — Team Lead

Feb 2023 – Oct 2025

VML India (formerly Wunderman Thompson India Pvt Ltd) · India

- Led and mentored a team of 3–4 frontend developers, running sprint planning, standups and retrospectives to give predictable, high-quality delivery of Shopify Plus storefronts across multi-brand portfolios.
- Architected and delivered end-to-end Shopify Plus implementations for Novology.com (Hindustan Unilever) and Vishal Mega Mart, including a Salesforce Commerce Cloud to Shopify migration, tuned for high-traffic retail operations.
- Engineered custom Shopify UI components and complex GSAP animation systems in Liquid, JavaScript (ES6+), HTML5 and CSS3, lifting engagement and conversion across the brand portfolio.
- Established coding standards, PR review processes and release documentation, raising maintainability and technical consistency across the team.
- Integrated the Shopify Admin API (REST and GraphQL) for catalogue, order, inventory and customer operations, designing resilient JSON and CSV data pipelines between ERP systems and Shopify.

Senior Web Developer

May 2022 – Nov 2022

Attryb Tech Pvt. Ltd · India

- Architected and built four Shopify storefronts (Tarinika.in, Tarinika.com, Paksha.in, Paksha.com) with custom Liquid themes, dynamic content blocks and responsive layouts.
- Built custom Shopify public apps in JavaScript, PHP and MySQL to extend platform capability and deliver brand-specific functionality.

Senior Web Developer

Feb 2022 – May 2022

BlueSaint India Pvt. Ltd · India

- Developed and customised Shopify themes for the Koovs.com storefront, implementing custom pages, sections and checkout flow optimisations across Liquid, JavaScript, Bootstrap and Tailwind CSS.

Senior Web Developer — Team Management

Dec 2020 – Feb 2022

Protocol10 Digital Marcom · India

- Led Shopify development for 5+ storefronts including Grandseikoboutique.in, Alba-watches.com, Boxplank.com, Truesouth.in and Infiniteoriginals.com, owning theme customisation and technical integrations for premium watch and lifestyle brands.
- Partnered with brand, merchandising and servicing teams to deliver scalable Shopify solutions aligned to brand equity and commercial goals, and built a custom WordPress membership platform (grandseikogs9club.in) plus internal CRM portals in PHP, MySQL, JavaScript and Bootstrap.

Web Developer — IT Head, India

May 2016 – Dec 2020

Transferet Relocation Services Pvt. Ltd · India

- Owned end-to-end development and maintenance of the Transferet.com WordPress platform, including custom theme development and plugin integration.
- Acted as technical escalation point for frontend architecture, and improved Core Web Vitals and load times through CDN configuration, image optimisation and caching strategy.

Web Developer

May 2015 – May 2016

Strive Services · India

- Built responsive frontend interfaces in HTML5, CSS3, JavaScript and jQuery for e-commerce and corporate websites, delivering to schedule within an Agile team.

SELECTED INITIATIVES

Pathvio (pathvio.in) — Co-creator of an AI career platform built for Indian professionals; product direction and build alongside a co-founder.

Kinetic Admin — Corporate logistics quotation portal delivered for a freelance client on Laravel, MySQL and Bootstrap.

SKILLS & CAPABILITIES

Shopify Shopify Plus · Liquid · Online Store 2.0 · Metaobjects & metafields · Admin API (REST & GraphQL) · Storefront API · Custom & public app development · Search & Discovery · Shopify CLI

Frontend JavaScript (ES6+) · HTML5 · CSS3 · GSAP · Tailwind CSS · Bootstrap · jQuery

Backend & Data PHP · Laravel · MySQL · REST & GraphQL integration · JSON / CSV data pipelines · WordPress · WooCommerce

Performance & SEO JSON-LD structured data · Technical SEO & GEO · Lighthouse / PageSpeed automation · Core Web Vitals

Conversion & Insight Shopify Analytics · Hotjar behavioural analysis · Microsoft Clarity session replay & heatmaps · Funnel breakdown and drop-off diagnosis · CRO recommendations

Tooling Git · GitHub Actions · CI/CD · Postman · Figma · LLM API integration

Leadership Team leadership & mentoring · Stakeholder facilitation and technical decision decks · Solution design documentation · Code standards, PR review and release process · Agile delivery

EDUCATION & CREDENTIALS

Bachelor of Technology, Computer Science — *St. Mary's College of Engineering and Technology, Hyderabad* 2014

AI & Management Programme — *Hero Vired, with IIM Bangalore component* In progress

Prompt Engineering — *Udemy* Certification