




LIAM BROOKS


Front-End Developer with E-Commerce Expertise


Front-end developer optimizing e-commerce experiences for conversions


Experienced front-end developer with seven years of specializing in e-commerce platforms. Adept at creating responsive designs, streamlining checkout processes, and improving user engagement through data-driven solutions.

CONTACT

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 LinkedIn | Portfolio

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EDUCATION

**Bachelor of Science (B.S.) in
Web Design and Development**
NEW YORK UNIVERSITY | New York, NY

KEY SKILLS

- HTML5, CSS3, and JavaScript
- Shopify and WooCommerce customization
- A/B testing and optimization
- Responsive web design
- API integration

PROFESSIONAL EXPERIENCE

Front-End Developer

CommerceWorks, New York, NY | March 2018 – Present

- Enhanced checkout flow design, reducing cart abandonment rates by 25%
- Conducted A/B testing on product pages, increasing conversion rates by 20%
- Designed mobile-friendly templates, boosting mobile traffic by 35%

Junior Front-End Developer

Digital Market Studio, New York, NY | June 2016 – February 2018

- Customized Shopify and WooCommerce themes, improving usability and branding consistency
- Collaborated with marketing teams to implement landing pages, generating a 15% increase in leads
- Improved page load times for key pages by 30%, enhancing overall user satisfaction

CERTIFICATIONS

- Certified E-Commerce Specialist | Shopify Partners | April 2019