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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 INFORMATION



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LinkedIn | Portfolio



New York, NY

KEY SKILLS

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

Education

- Bachelor of Science (B.S.) in Web Design and Development
New York University, New York, NY

Certifications

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