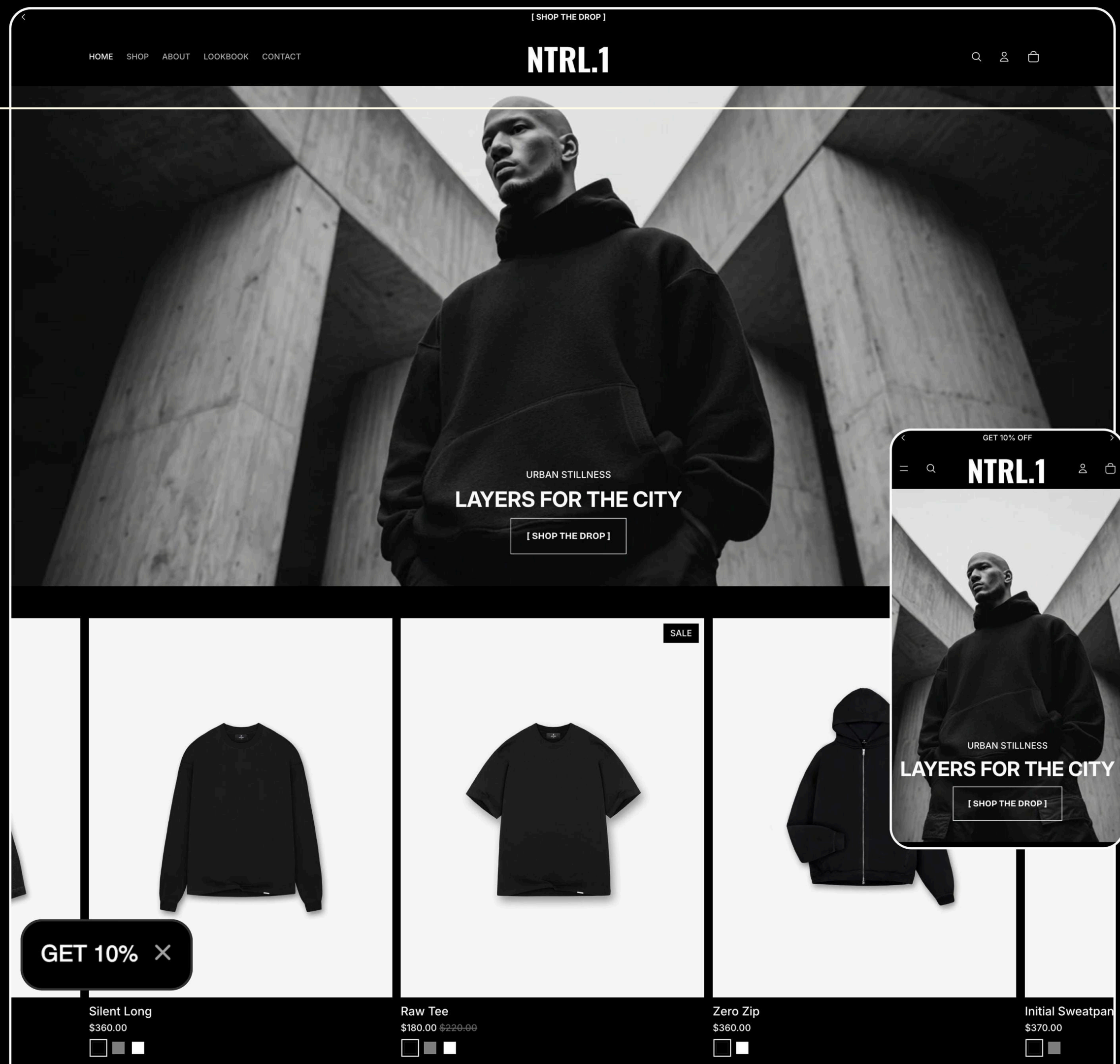


MAMDOHALI720@GMAIL.COM

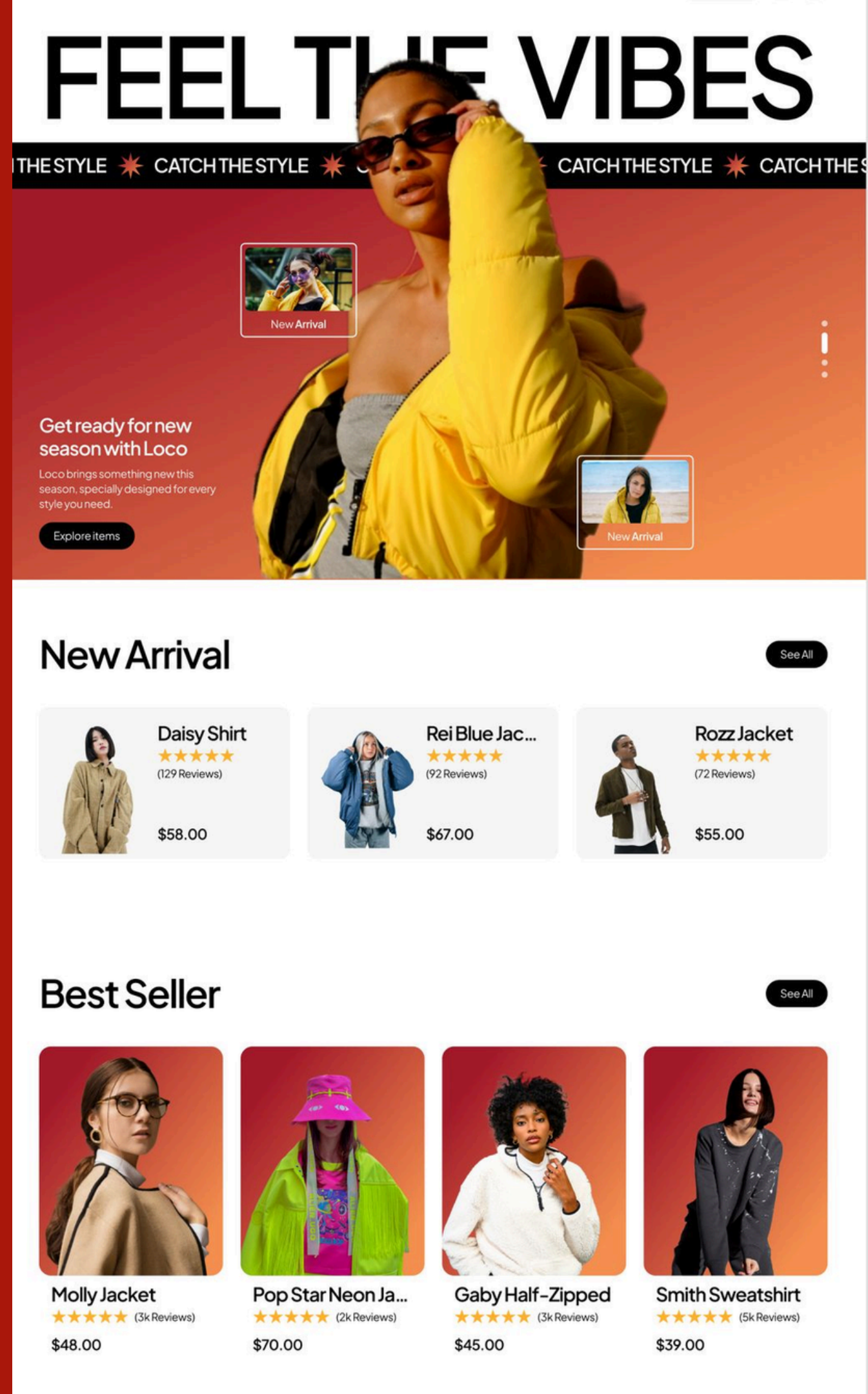
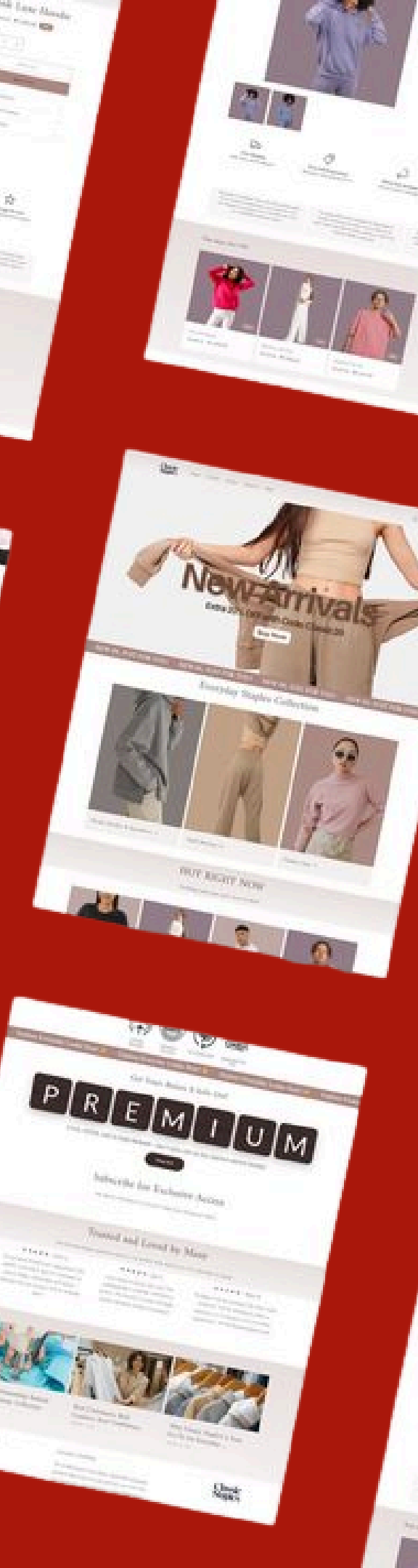
+201022127566

# SHOPIFY FRONT END DEVELOPER

MAMDOUH ALY



# SHOPIFY ECOMMERCE ENGINEER SPECIALIZING IN HIGH PERFORMANCE



# BRANDS TRUST

TRUSTED BY GLOBAL FASHION AND LIFESTYLE BRANDS

THE BRADERY

Vestiaire Collective

Pier1 imports

THEGIVINGMOVEMENT  
SUSTAINABLE

dressbarn

KOI

M  
MASON'S  
FORTE DEI MARMI

eCCO®

S  
SKECHERS

alo

G  
COLE HAAN

  
VOLCOM

  
ANTA

  
umbro®

## SHOPIFY DEVELOPMENT

- Custom Shopify theme development
- Advanced Liquid, JavaScript, and storefront logic
- Feature development tailored to brand and business needs

## PERFORMANCE OPTIMIZATION

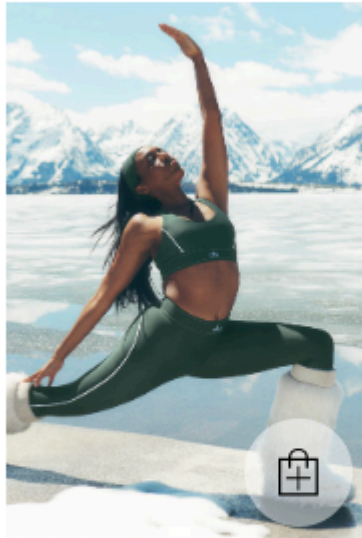
- Core Web Vitals optimization
- Shopify speed audits and fixes
- JavaScript and asset optimization
- Conversion focused performance improvements

## ECOMMERCE EXPERIENCE ENGINEERING

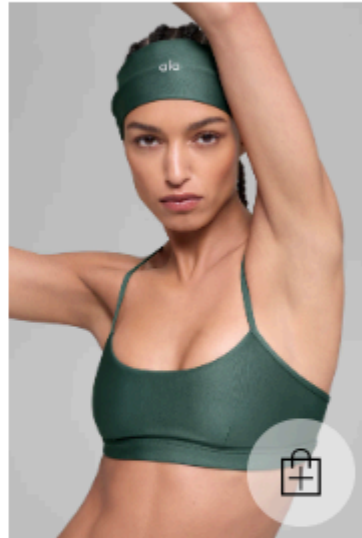
- Upsell and cross sell systems
- Cart and checkout optimization
- Custom popups and engagement logic
- Seamless UX for high traffic stores

# CORE SERVICES

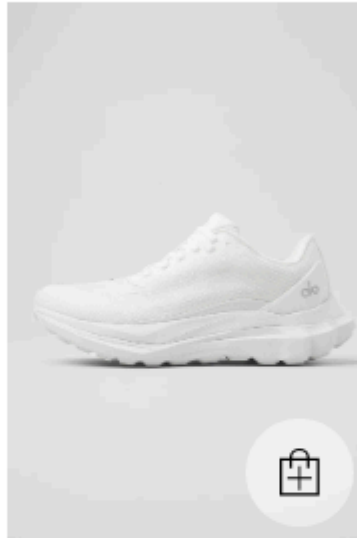
## Shop the Look



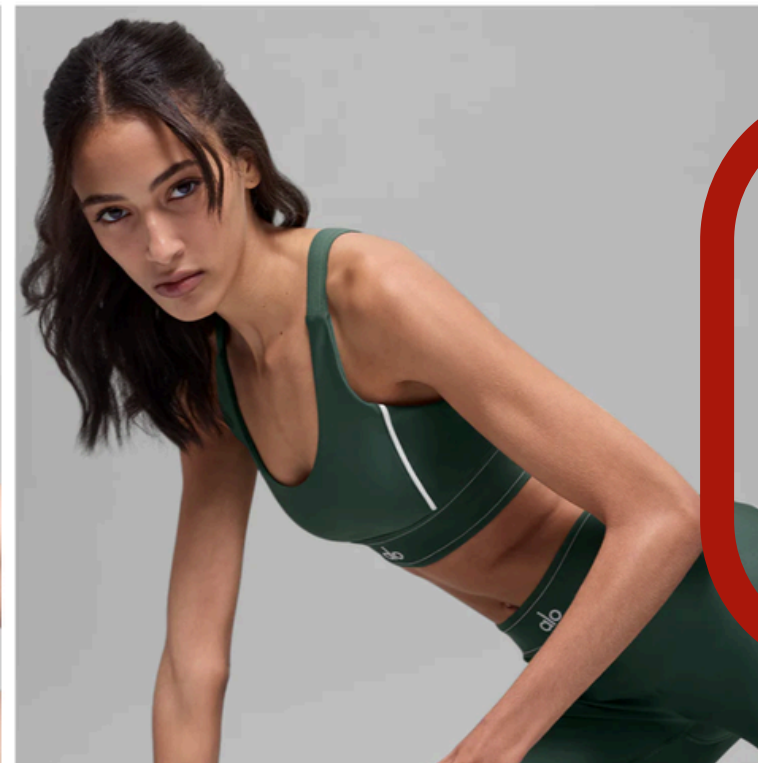
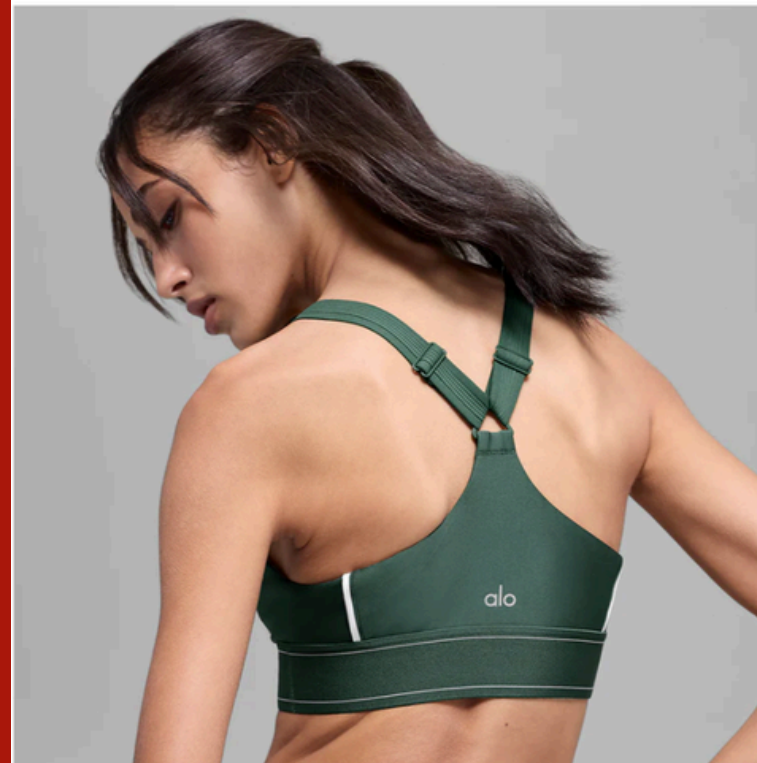
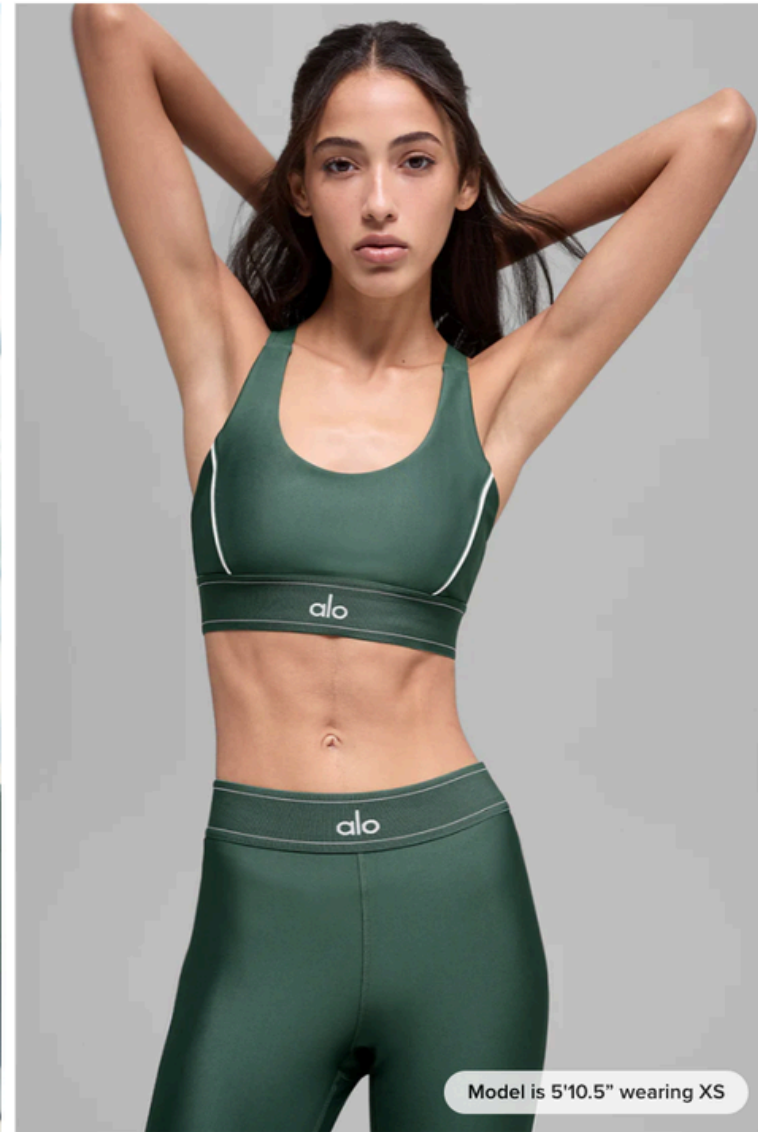
Airlift High-Waist  
Suit Up Legging -  
Clover Green/White  
EGP 7,189



Airlift Headband -  
Clover Green  
EGP 1,897



ALO Runner -  
White/White  
EGP 9,734



BEST SELLER

### Airlift Suit Up Bra

EGP 4,393 | ★★★★★ (599) [Review Summary](#)

(Excluding taxes & duties)

Core



Back in Stock Best Seller

Limited: Clover Green/White ([Shop All](#))



Best Seller

**Fit:** True to size—designed with high compression for a snug fit

[Size Guide](#) [Find My Size](#)

XXS (00-0)

XS (2-4)

S (4-6)

M (8-10)

L (12-14)

ADD TO BAG

ADD TO WISHLIST

Enjoy Free 2-Day Shipping on US Orders

Free Shipping Over LE 3,744 and Free Returns

## Shop the Look



Airlift High-Waist  
Suit Up Legging -  
Clover Green/White  
EGP 7,189



Airlift Headband -  
Clover Green  
EGP 1,897



ALO Runner -  
White/White  
EGP 9,734

# alo FEATURED CASE STUDY

## ROLE :

SHOPIFY FRONT END DEVELOPER

## SCOPE :

- UPSELL SYSTEM DEVELOPMENT
- CART PAGE UPSELL FEATURES
- CUSTOM POPUP SYSTEMS
- UX FOCUSED ENHANCEMENTS

## WHAT I

## BUILT :

- CUSTOM UPSELL SECTIONS INTEGRATED INTO CART LOGIC
- DYNAMIC UPSELL BEHAVIOR BASED ON CART CONTENTS
- HIGH PERFORMANCE POPUP FEATURES WITHOUT AFFECTING LOAD SPEED

## TECHNICAL HIGHLIGHTS:

- SHOPIFY LIQUID CUSTOMIZATION
- JAVASCRIPT DRIVEN UPSELL LOGIC
- PERFORMANCE SAFE DOM MANIPULATION
- OPTIMIZED ASSET LOADING

## IMPACT:

- ENHANCED AVERAGE ORDER VALUE
- IMPROVED CART ENGAGEMENT
- MAINTAINED PREMIUM BRAND EXPERIENCE WITH ZERO PERFORMANCE COMPROMISE

The logo for 'alo' is displayed in a bold, lowercase, sans-serif font. The letters are black and positioned in the top right corner of the page.

# MULTI BRAND SHOPIFY ENGINEERING

## BRANDS

- THE BRADERY
- VESTIAIRE COLLECTIVE
- PIER IMPORT
- THE GIVING MOVEMENT
- DRESSBARN
- KOI
- MASON'S
- SKECHERS
- COLE HAAN
- VOLCOM
- ANTA
- ECCO
- UMBRO

MEN CLOTHING 274 products

DISCOUNT RATE

30%

COLOR

- beige
- blue
- green
- multicolor
- purple
- white
- black
- brown
- grey
- pink
- red

GENDER

- Men
- Unisex
- Women

CATEGORY

- Boardshorts
- Hoodies
- Jackets
- Jeans
- Rashguards
- Shirts
- Shorts
- Socks
- Surf Accessories
- Sweaters
- Sweatshirts
- T-Shirts
- Trousers
- Wetsuits

SIZE

10	11	26
27	28	29
30	31	32
33	34	36
38	3P	5
6	7	8
9	L	M
O/S	S	XL
XS	XXL	

WATERPROOFING



**PRINTA STONEY SOCKS (3 PACK)**  
Multi  
20,00€



**SUNSHINER T-SHIRT**  
Black  
35,00€



**SINGLE STONE SWEATSHIRT**  
Black  
60,00€



**VOLCOM STONE T-SHIRT**  
Cacao  
35,00€



**SOLID STONE T-SHIRT**  
Dark Purple  
33,00€



**RACCOON T-SHIRT**  
Scarab  
35,00€



**STONE BLANKS T-SHIRT**  
Sage Leaf



**STONE BLANKS T-SHIRT**  
Cosmic Blue



**STONE BLANKS T-SHIRT**  
White

HIDE FILTERS SORT BY: RELEVANCE

44 PRODUCTS SORT BY FILTER

NEW

**TWO PLEATS STRAIGHT TROUSERS**  
LE 2,000.00

NEW

**ONE PLEATS STRAIGHT TROUSERS**  
LE 2,000.00

NEW

**SHORT SKIRT**  
LE 2,000.00

NEW

**TWEED TROUSERS**  
LE 2,900.00

121 products SORT BY

HIDE FILTERS

PRICE

£ 0 - £ 349

Size

- OS
- UK 3
- UK 4
- UK 5
- UK 6
- UK 7
- UK 7
- UK 8
- UK 9
- UK 10

More options

Colour

- Black
- Black Patent
- Black Suede
- Blue
- Brown
- Cream
- Green

**Chained Up Envy Skull Hardware Platform Boots**  
6.354 E€

**Tira Juniper Mary Janes 'Stitched Up Edition'**  
3.495 E€

**Midnight Sasquatch Snow Boots - Black**  
7.625 E€

**Kawaii Sasquatch Fluffy Snow Boots - Pink**  
7.625 E€

**Dead Tired Strappy Platform Coffin Heels**

**Haunt Couture Padded Chunky Heels - Black**

**Thurnax Chunky Hardware Trainers - Black**

**Thurnax Chunky Hardware Trainers - Brown**

https://www.koifootwear.com

# MY TECHNICAL STACK

## CORE STACK

- SHOPIFY
- LIQUID
- JAVASCRIPT (ES6+)
- HTML5 / CSS3
- SHOPIFY APIS
- THEME OPTIMIZATION TECHNIQUES

## SPECIALIZATION

- PERFORMANCE ENGINEERING
- ECOMMERCE UX LOGIC
- UPSELL AND CONVERSION SYSTEMS
- HIGH TRAFFIC SHOPIFY ENVIRONMENTS