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Professional Summary

Senior software engineer with 14 years of experience building ecommerce storefronts, backend systems, and databases. I specialize in Shopify Plus and headless Hydrogen builds for global brands, backed by deep PHP/Laravel, MySQL, and server experience. I have led migrations, multi-market pricing setups, B2B login and registration flows, and high-traffic gaming platforms from the ground up. Known for finding the root cause, comparing options with clear criteria, and writing it up so clients can decide.

Core Skills

- Shopify: Shopify Plus, Hydrogen and Oxygen, Remix, Liquid themes, Shopify Functions, Checkout UI Extensions, Customer Account UI Extensions, Shopify Flow (including custom Flow actions), Gadget apps, Storefront API, Admin GraphQL API, Customer Account API, B2B (Companies, Locations, Contacts, Catalogs, Price Lists), Markets, Metafields and Metaobjects, native subscriptions, app proxies
- Frontend: TypeScript, JavaScript, React, Redux, Preact, Polaris, React Native (Expo), HTML/CSS, accessibility (WCAG 2.1 AA), translations (i18n)
- Backend: PHP (native and OOP), Laravel, Lumen, Node.js, REST APIs, GraphQL, webhooks, HMAC verification, third-party API integrations (game providers, UPS, Salesforce, Yotpo, Marker.io), RabbitMQ, crypto and blockchain
- Legacy and enterprise: ASP Classic, ASP.NET, VB6, VB.NET, ColdFusion, Perl, Java
- Databases: MySQL and MariaDB (including multi-master), MSSQL (stored procedures and functions), Redis and Redis Sentinel, MongoDB, query and performance tuning, ERD and schema design (DBML), data migration, backups and restores, user privileges and security
- Cloud and DevOps: AWS, Rackspace, Cloudflare (DNS, Workers, Pages, Turnstile, Tunnel), Linux, NGINX, on-prem servers, IP whitelisting and blocklisting, Docker, WSL2, Git (GitHub, Bitbucket, worktrees), Bitbucket Pipelines, SVN
- Identity and Security: Auth0, OIDC, MFA, passwordless and OTP login, Microsoft Entra External ID, Stytch, bot protection, SPF/DKIM/DMARC email setup
- Testing and QA: Jest, jsdom, PHPUnit, Selenium, Appium, UAT documentation
- Tools: Jira, Postman, Claude Code, Claude API, Google Stitch, dbdiagram.io, draw.io, Excel
- Ways of working: solution architecture, technical evaluations and comparison tables, client demos, design docs, SDLC, documentation (user manuals, process flows, requirements), AI-assisted development

Professional Experience

Senior Software Engineer
Sep 2026 to Present

SLTWTR Inc

- Shopify developer for an enterprise direct-selling health and wellness brand with storefronts in 3 markets (US, AU, NZ), working across the Shopify theme, Shopify apps on Gadget plus extensions, and a Hydrogen app-proxy microservice in a team of about 10 developers; most work since Sep 2026 has been bug fixes
- **Loyalty double-redemption fix (lead):** custom Shopify Flow action that holds Yotpo loyalty points with a compare-and-swap metafield write, so points can't be redeemed twice; wrote an ops runbook
- **Theme fixes (lead):** fixed price-level variant display and layout issues in the Shopify theme
- **Subscription live refresh (contributor):** time-limited polling, retries, and targeted refresh in a Customer Account UI extension
- **Checkout UI extension API deprecation (reviewer):** diagnosed the failing deploys, built a Preact/Polaris migration as a prototype, then reviewed a teammate's migration and got its gaps fixed

- **Bug fixes (contributor):** order status bundle double-count fix, consultant site-name backfill fix with tests, and subscription data sync to the client's back-office system through Shopify Flow and Gadget
- **Ways of working:** design doc and plan before non-trivial changes; Jest and jsdom tests; reproduce bugs in the browser first; QA handoff with before/after screenshots; Jira, Bitbucket PRs and Pipelines; git worktrees; built a Gadget extension deploy script; daily AI-assisted development with Claude Code

Senior Software Engineer
Aug 2022 to Sep 2026

The Formfactory

- Built and maintained Shopify Plus and headless Hydrogen storefronts for US and global brands, including Oru Kayak, Turtle Beach, The Bouqs, and 5 Star Nutrition
- Deployed to SLTWTR (Nov 2025 to May 2026) as a Shopify developer for an enterprise direct-selling health and wellness brand with storefronts in 3 markets (US, AU, NZ)
- **Consultant attribution and sponsor selection (lead, Nov 2025 to Apr 2026):** referral tracking into cart attributes, self-referral blocking, handling for terminated and suspended consultants, sponsor lookup modal, attribution banner, and a checkout intercept with per-market bypass rules; accessibility and translation support; shipped in all 3 markets
- **Consultant lookup API (contributor, Nov 2025 to Mar 2026):** Hydrogen/Oxygen app proxy with HMAC verification, a cached Admin GraphQL client, and cross-border sponsorship rules
- **Market pricing sync (lead, Jan to Feb 2026):** tag-driven Gadget sync from Shopify Catalogs to market metafields, a regional-prices route, batched to stay under the 25-metafield limit
- **Share Cart (co-built, Mar to Apr 2026):** discount code picker on the Storefront Cart API with 20 new unit tests, cart restore for recipients, sole author of the Gadget routes for creating and redeeming share codes, and WCAG 2.1 AA fixes
- **Production migration:** moved 59 metaobject definitions, 260 metafield definitions, and 22 Flows from staging to production using an Excel checklist and a dry-run script
- **Commission logic:** built a Gadget app that uses a product tag to trigger webhooks, and hybrid Flows for consultant upline assignment; fixed self-crediting consultants; proposed a floor for negative commission volume; worked around a CORS limit using Cloudflare Tunnel
- **B2B medical device brand, login options (Magento to Hydrogen, May to Sep 2026):** compared Shopify native email OTP, Auth0, Microsoft Entra External ID, and Stytch on security, email compromise risk, shared inbox risk, and cost; built a client-facing comparison table
- **B2B medical device brand, Auth0:** set up Auth0 as the identity provider through Shopify's native third-party OIDC login (not Multipass) and built a client demo of password login plus MFA
- **B2B medical device brand, registration:** built B2B registration flows that register customers in the client's ERP through a partner API and connect to a customer portal; added Cloudflare Turnstile bot protection to the Hydrogen registration form
- **B2B medical device brand, B2B setup:** set up Companies, Locations, Contacts, catalog pricing, and price list architecture; gated prices by buyer identity; fixed cart reset through cookie rotation; researched passwordless login for B2B buyers and the Customer Account API's limits on changing email; designed "previously ordered" markers for listing, search, and product pages
- **Turtle Beach (Hydrogen migration team):** built sections, product and collection pages, the slide-out cart, and gift-with-purchase and discount allocation checkout extensions; moved the support site header and footer from Salesforce to Hydrogen; helped migrate product data
- **Oru Kayak (Hydrogen v1 migration team):** built sections, announcements, product and collection pages, gift-with-purchase, and bug fixes
- **5 Star Nutrition (solo):** migrated tens of thousands of subscription contracts from a third-party app to Shopify native subscriptions; built a checkout extension that gives an extra 10% off first subscriptions
- **The Bouqs (Shopify Plus, Nov to Dec 2025):** built a checkout savings breakdown with Plus checkout extensions and Shopify Functions; stored gift recipients as customer addresses plus a metafield instead of pseudo customers
- **Skateboard theme store (Oct to Dec 2025):** documented and fixed BOGO cart bugs; fixed a stock limit bug by switching from cart.update to cart.add with synced line attributes; moved pull requests from Bitbucket to GitHub

- **Other client work:** automated UPS shipping labels through the UPS API (GIF to ZPL for thermal printers); created Salesforce Leads through the API with OAuth client credentials; built a Marker.io webhook filter for bug reports only; upgraded a Shopify Functions API version; fixed an Oxygen deploy lockfile issue

Senior Backend Developer & Assistant Manager
Apr 2021 to Aug 2022

Web4u Inc.

- Built API integrations and backend services with Lumen and Laravel, with ReactJS frontends
- Handled backend, frontend, database modeling, and software and server architecture
- Managed 6 on-prem servers in Japan (about 128GB RAM and 32 cores each, terabytes of storage) and secured server-to-server traffic with IP whitelisting and blocklisting
- Worked on crypto and blockchain projects
- Helped manage the backend team as assistant manager

Senior Software Engineer
Oct 2018 to Apr 2021

WebSight EDM Solutions

- Built an online gaming platform from the ground up as a core developer, covering backend, frontend, database modeling, and software and server architecture
- Integrated game APIs from most major casino and slots providers (Evolution, Evoplay, AsiaGaming, BetConstruct, Pragmatic Play, and more)
- Led the team's follow-up gaming project through development
- **Stack:** Laravel/Lumen, MySQL multi-master, Redis Sentinel, ReactJS/Redux, Node, MongoDB, Linux, NGINX, SVN

Software Engineer & Database Administrator
Jun 2016 to Jul 2018

Yondu Inc.

- **Software Engineer (Jun 2016 to Jan 2017):** built short custom projects such as SMS services and web apps for telco clients (Ikonek, Cashagana, Summer Love, Quiz and Win, GMA Records FullSong, SMS Stats); gave third-level support to all business units, including investigation, script fixes, solutions, and analysis
- **Database Administrator (Jan 2017 to Mar 2018):** maintained databases on Rackspace and AWS; data migration and database centralization; query optimization; tables, views, stored procedures, and functions; data extraction and investigation; user accounts and privileges; backups and restores; built a shared Perl/PHP library for SMS services
- **QA Automation Engineer (Mar to May 2018):** built a Java test package with Appium Desktop as the server to automate testing of mobile captive portals before deployment
- **Database Administrator (Jun to Jul 2018):** database installation and upgrades, design and query optimization, user management and security

Earlier Roles

WordPress Developer
Jul 2018 to Oct 2018

Bolton International Inc.

- Website backend, plugin creation and updates

Systems Analyst / Programmer
Feb 2015 to Jun 2016

Isuzu Automotive Dealership, Inc.

- Built and documented systems following the SDLC: Vehicle Sales System (inventory in/out, customer registration, sales proposals, discounting, sales executive management, approvals, transfers, reports), Master File Management System (customers, vehicle models, user matrix and access, reports), Accounts

Receivable Tracking System (itineraries, status updates, reports), and System for Insurance Management (policy creation, policy cancellation, old records upload)
- Publisher of system enhancements in VB.NET, VB6, ASP.NET, and PHP, including release recording and source code
- Assistant DBA: database backup and restore for development, data migration, fixing database errors, data extraction, and QA of stored procedures and functions
- Debugged and enhanced modules in PHP, ASP Classic, ASP.NET, VB6, VB.NET, and MSSQL (stored procedures and functions); handled user inquiries
- Wrote UAT documents, user manuals, system process flows, and system requirements

Junior Programmer
Jun 2012 to Mar 2014

Sprint International Inc.

- Built web modules in HTML, PHP, and JavaScript that automated daily operations: Barcode Printer (prints barcode stickers from the database), Check Writer (automates check writing and keeps secure records), Gift Voucher Printer, Sales Summary Report (monthly Excel report for all 24 outlets), and Product Registration (imports Excel data as the product reference for all 24 stores)
- Gave phone and remote technical support to the head office and 24 outlet stores
- Fixed database errors and extracted data; debugged code in PHP, ColdFusion, and Visual Basic
- Updated website content and the 360 virtual tour of the stores

Technical Support (On Call)
2011 to 2016

Redmark Westcoast Philippines

- Diagnosed hardware and software problems, ran monthly preventive maintenance, backed up and restored documents, and reformatted computers

Independent and Freelance Projects

- **Platform clone and AWS migration (Laravel, sports betting site):** sole server-side engineer cloning a live system into a new AWS account and domain for a company spin-off; separate repository for deployment stability; planning the wallet API split, payment gateway integrations, database migration (ERD check before truncating, tables grouped by function), and Cloudflare or Route 53 protection with IP whitelisting; send daily progress reports to the client
- **AIDE, AI-driven mental health app:** designed all screens in Google Stitch with two visual directions (patients vs practitioners and admins); built the database schema in DBML with an EERD in draw.io; set up the React Native Expo app; compared Philippine payment gateways (PayMongo, Xendit, Stripe)
- **Personal site and email infrastructure:** run jonasivyimperial.com on Cloudflare with a Worker/Pages fallback; set up custom domain email through Brevo SMTP and Gmail with full SPF, DKIM, and DMARC
- **Developer tooling:** built a Claude skill with a version-pinned local mirror of the Shopify docs (11 tests passed); fixed MCP server setups; tuned a Windows, WSL2, and Docker dev machine

How I Work

- **Troubleshooting:** capture evidence, find the root cause, do the safe big win first, verify, then prevent it from happening again
- **Client work:** check the official docs for the exact API version, compare options against clear criteria, build a sandbox or demo, then write it up
- **Habits:** write current vs expected behavior before coding, work around platform limits, check timing when a bug won't reproduce, and confirm business rules before changing logic

Education

- **Master of Information Technology** (in progress)
  Pamantasan ng Lungsod ng Muntinlupa (PLMun) · 2025 to Present
  Coursework: Advanced Database Systems, Advanced Systems Design, Data Mining and Warehousing, IT Service Management (ITIL 4), Information Security

- **BS Computer Science**
  Pamantasan ng Lungsod ng Muntinlupa (PLMun) · 2008 to 2013
- **High School:** Pacita Complex National High School, San Pedro, Laguna
- **Elementary:** Immaculate Heart of Mary School, San Pedro, Laguna

Certifications and Training

- **Building with the Claude API**, Anthropic · 2026
- **TestDome:** PHP, MySQL, React, HTML/CSS, and Attention to Detail · 2019 to 2026
- **AWS Partner Accreditation** (Technical and Digital) · 2016