RAHUL KUMAR GUPTA

Senior E-Commerce & Frontend Developer | Shopify Plus | BigCommerce | React / Next.js | Headless | AI / LLM

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PROFESSIONAL SUMMARY

Senior E-Commerce and Frontend Developer with 5+ years building high-converting storefronts on **Shopify Plus**, **BigCommerce**, **Shopify Hydrogen**, and **headless Next.js** for US, UK, AU, and NZ brands. Delivered 30+ launches, 3 custom apps, and platform and CMS migrations with full feature parity. Specialist in **headless commerce**, **CRO**, **Core Web Vitals**, **technical SEO**, **LLMO / GEO**, and **PCI DSS**-compliant checkout. Builds **RAG**-based **LLM** agents and works with **Claude Code**, **Google Antigravity**, and **OpenAI Codex**.

TECHNICAL SKILLS

E-Commerce Platforms: Shopify, Shopify Plus, Shopify Hydrogen, Liquid, Online Store 2.0, Dawn, JSON templates, metafields, metaobjects, Shopify Storefront API, Admin API, BigCommerce, Stencil, Catalyst, Handlebars, WooCommerce
Frontend Development: JavaScript (ES6+), TypeScript, React, Next.js (App Router), HTML5, CSS3, Tailwind CSS, Framer Motion, Zustand, responsive design, cross-browser compatibility, web accessibility (WCAG)
Backend & APIs: Node.js, REST APIs, GraphQL, Stripe, payment gateways, multi-currency checkout, Amazon S3, Salesforce, Google Maps API, Roomvo AR, subscriptions, order tracking, third-party fulfilment
Headless Commerce & CMS: Headless architecture, Shopify Hydrogen, Next.js commerce, headless WordPress, Sanity, Umbraco, CMS migration, content modelling
AI / LLM: Large Language Models (LLM), RAG pipelines, conversational AI agents, prompt engineering, AI chatbots, WhatsApp / Meta Messaging API integrations
AI Developer Tools: Claude Code, Google Antigravity, OpenAI Codex, AI-assisted development and code review
CRO, Performance & SEO: Conversion rate optimization (CRO), Core Web Vitals, page speed optimization, Lighthouse, technical SEO, structured data / schema markup, LLMO / GEO, GA4 event tracking, Google Ads, Meta Ads
Security & Compliance: PCI DSS compliance, secure checkout and payment integration, secure download links
Workflow: Git, GitHub, Agile / SCRUM, Figma to code, code review, technical documentation, mentoring

PROFESSIONAL EXPERIENCE

Senior Web Developer & E-Commerce Specialist | Yantra Core

Feb 2025 – Nov 2026 (Contract) | Remote

- Led Shopify, Shopify Hydrogen, BigCommerce, and Next.js delivery, owning architecture through production release.
- Built Jimbo, an AI conversational-commerce platform with RAG-based LLM agents across WhatsApp, Instagram, Facebook, and web.
- Improved conversion rates (CRO) through better filtering, navigation, page speed, technical SEO, and LLMO / GEO.
- Mentored junior developers and used Claude Code, Antigravity, and Codex to speed up delivery and code review.

Web Developer & E-Commerce Specialist | Bay20 Software Services

Jul 2021 – Feb 2025

- Delivered 30+ Shopify, Shopify Plus, BigCommerce, and React launches for US, UK, and Australian clients.
- Integrated REST and GraphQL APIs for wholesale pricing, subscriptions, order tracking, AR, and fulfilment.
- Set up PCI DSS-compliant payment gateways and multi-currency checkout.
- Migrated stores with full feature parity, including PrestaShop to BigCommerce and Blueprint to Stencil.

Shopify, BigCommerce & Next.js Developer (Part-Time) | Exposure (UK Agency)

Mar 2024 – Nov 2024 | Part-Time, Remote

- Built performance-focused Shopify and BigCommerce storefronts and headless Next.js features for UK clients.

KEY PROJECTS BY PLATFORM

Headless Commerce / Shopify Hydrogen

- **Ayrbun (ayrbun.com)** | Shopify Hydrogen, React, Storefront API, Umbraco, headless WordPress: Built a headless Shopify Hydrogen storefront; migrated the CMS from Umbraco to headless WordPress; rebuilt product filtering and page navigation to improve product discovery, UX, and conversion.

- **Ecodure Flooring** | Next.js, TypeScript, Sanity: Headless rebuild with reusable component library, advanced product filtering, wholesale request flows, and structured SEO.

Shopify / Shopify Plus

- **REZA (worldofreza.com)** | Shopify Plus: Luxury diamond store built from scratch with custom theme settings, data migration, SEO, and Google Analytics.
- **That Gorilla Brand (thatgorillabrand.com)** | Shopify: Advanced product filtering, Stripe-based discount app, subscriptions, and auto-reorder.
- **BDS Animal Health (bdsanimalhealth.com)** | Shopify Dawn: Custom theme from Figma with subscriptions, bundles, order tracking, and payment gateway setup.
- **Zettsports (zettsports.com.au)** | Shopify: Full sports storefront plus a custom wholesale app for bulk ordering and tiered pricing.
- **Guras Rugs (gurasrugs.com)** | Shopify, Liquid, JSON templates, metafields: Pixel-perfect Figma build with reusable sections and load-time optimization.
- **Polachecks, Hamra Jewelers, Manfredi Jewels, Giorgio Milano** | Shopify: Luxury retail builds with custom navigation, landing pages, filtering, colour-variant selection, and tracking.
- **Cayskin, Alkaline Superfoods, House of Makeup** | Shopify: Theme customization, Meta and Google Ads, SEO, and GA4 event tracking.

BigCommerce

- **The Rug Company (therugcompany.com)** | BigCommerce B2B: Roomvo AR visualization, account-based wholesale pricing, custom PDP and category layouts.
- **The Gel Bottle (thegelbottle.com)** | PrestaShop to BigCommerce migration: Client-editable widgets and customer-group conditional Add to Cart.
- **Mr. Video Productions (mrvideoonline.com)** | BigCommerce, Amazon S3: Custom app for digital and physical fulfilment via secure download links.
- **BC SoftWear (bcsoftwear.com)** | BigCommerce B2B / B2C: Embroidery personalization on PDP and cart, plus gift-wrapping options.
- **GP-Direct (gp-direct.com)** | BigCommerce Stencil: Single-click bulk add to cart for multiple variants, custom templates, and widgets.
- **Magnetic Sciences, Razny, Fine Art Handcrafted Lighting, VapeRanger** | BigCommerce: Blueprint to Stencil migration, Rolex brand-guideline build, and B2B / B2C stores with shipping and tracking integrations.

React / Next.js / AI

- **Jimbo (jimbo.yantracore.com)** | Next.js, Node.js, LLM, RAG: AI conversational-commerce platform with RAG-based agents across WhatsApp, Facebook, Instagram, and web.
- **Restroverse (restroverse.app)** | Next.js, Zustand, Google Maps API, Framer Motion: Restaurant discovery platform with location-based filtering.
- **T-Shaped Marketing (tshapedmarketing.com)** | Next.js 14 App Router, Tailwind CSS, Framer Motion: Animated, SEO and performance-optimized site.

WordPress / WooCommerce

- **345 Organics (345organics.com)** | WooCommerce: Store with recurring subscriptions and multi-currency checkout.
- **Design Studio Architects, Veron Building Consultants, Priya's Spa** | WordPress: Business and service websites with online booking.

CUSTOM APPLICATIONS

- **BigCommerce Amazon S3 Fulfilment App:** Maps products to S3 assets, issues secure download links on purchase, and lets customers regenerate expired links.
- **Shopify Order Subscription App:** Subscription ordering with automated recurring payments through Stripe.
- **Shopify Product Review App:** Review submission with admin moderation and per-product display controls.

EDUCATION

Bachelor of Computer Applications (BCA) | National Infotech College, Birgunj, Nepal | In Progress
Diploma in Computer Engineering | Nrisingh Technical Campus, Birgunj, Nepal