

Aidan O'Neill

Web Developer

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SUMMARY

Web developer with 4+ years of experience in e-commerce development, currently leading front-end production across a portfolio of Shopify Plus D2C and B2B storefronts. Skilled in TypeScript, JavaScript, and Liquid, with expertise in app integrations, GA4/GTM analytics, performance, accessibility, and QA automation.

SKILLS

Front-End: JavaScript, TypeScript, HTML, CSS, React, React Router 7, Web Components, Shadow DOM

Backend & Data: Node.js, Shopify Admin API, GraphQL, REST APIs, PostgreSQL, Prisma, SQLite

Testing & Development: Git, Playwright, Claude Code, Codex

Analytics & Tagging: GA4, GA4 Data API, GA4 Admin API, Ecommerce Events, Google Tag Manager

EXPERIENCE

Web Production Lead – Evergreen Enterprises, Richmond, VA

Aug 2025 – Present

- Led technical integrations across six Shopify Plus storefronts, coordinating vendor requirements, frontend development, QA, and production releases.
- Expanded storefront functionality and data collection by building Shopify theme integrations for search, ratings and reviews, and custom analytics pixels using Liquid, JavaScript, and third-party APIs.
- Strengthened release reliability by building Playwright tests for key ecommerce flows and running them through GitHub Actions CI/CD to catch regressions before deployment.
- Rebuilt GA4/GTM e-commerce tracking across six storefronts, improving the reliability of analytics for cart, checkout, and purchase events.

Web Development Specialist – Evergreen Enterprises, Richmond, VA

Apr 2024 – Jul 2025

- Built custom Shopify theme components in Liquid, JavaScript, and HTML/CSS, delivering 20+ monthly feature and content updates across six storefronts.
- Standardized theme releases through Git-based workflows, staging previews, and code review to improve deployment consistency.
- Enhanced storefront performance and SEO through schema markup, heading hierarchy improvements, lazy loading, and asset optimization.

Web Support Specialist – Evergreen Enterprises, Richmond, VA

Jul 2022 – Mar 2024

- Built CMS-driven landing pages and reusable front-end components to support product launches, seasonal campaigns, and ongoing content updates.
- Created 100+ technical guides to improve knowledge sharing across website features, integrations, and workflows.

PROJECTS

AI Search & Merchandising Integration.

Replaced native Shopify search across 3 storefronts with an enterprise AI search and merchandising platform, rebuilding search, autocomplete, collections, and product components with Liquid, JavaScript, Handlebars, and product APIs.

Shopify News Digest & Developer Archive - Personal Project

Built a Next.js developer news platform that aggregates Shopify updates, ranks content, sends automated email digests, and provides semantic search with cited answers using Node.js, Turso/libSQL, GitHub Actions, Groq, Gemini, and Resend.

CERTIFICATIONS

Retail AI Transformation Certificate — Vjal Institute, May 2026

Shopify Foundations Certification — Shopify, Apr 2024

EDUCATION

Wake Technical Community College

Associate of Applied Science in Web Development

Aug 2019 – May 2022