Cristian A. Daron

Senior Web & eCommerce Developer

Specializing in Shopify, Checkout Champ, WordPress, and Webflow

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🔗 rd-vann.com

Professional Summary

Results-oriented Web & eCommerce Developer with over 6 years of experience in building high-converting, scalable websites and online stores. Expertise in Shopify, Checkout Champ, WordPress, and Webflow with strong command of both front-end and back-end development. Proven success in remote and hybrid team environments, working with global clients across Europe, Asia, and Australia. While some roles were project-based or contract in nature, each was part of a strategic decision to grow skillsets, lead high-impact initiatives, and deliver measurable business value.

Professional Experience

Senior Web & eCommerce Developer *(Freelance / Contract)*
Seth Media | **Oslo, Norway** *(Remote)*
Sept 2024 – Mar 2025

- Led end-to-end web development projects for European eCommerce brands.
- Specialized in custom Shopify and Checkout Champ builds with conversion-focused UI.
- Implemented dynamic content, custom checkout flows, and third-party API integrations.
- Optimized performance for mobile and desktop, improving load speed and engagement.
- Integrated tracking and analytics tools like Klaviyo, Hotjar, GA, and Facebook Pixel.
- Developed landing pages tailored for A/B testing and CRO.
- Ensured accessibility and SEO compliance across all pages.

Advanced WordPress & Shopify Developer
Growmodo Philippines | **Leverkusen, Germany** *(Remote)*
June 2021 – Aug 2024

- Delivered tailored WordPress and Shopify solutions for a wide range of global clients.
- Built custom themes, plugins, and integrations, including API-driven features.
- Led projects from concept to deployment, collaborating closely with UI/UX teams.
- Played a key role in client retention due to consistently high-quality execution.
- Conducted performance audits and implemented optimizations to increase conversions.
- Trained junior developers and reviewed peer code to uphold quality standards.

- Maintained documentation and streamlined workflows using Trello, Slack, and Notion.

Web Developer / Designer
Innocentrix Philippines | **Cebu, Philippines**
June 2019 – April 2021

- Developed high-performance websites in WordPress and Shopify.
- Managed end-to-end design and development using Figma, Adobe XD, and custom code.
- Implemented SEO strategies and performance enhancements (PageSpeed, GTMetrix).
- Handled server setups, Google Ads management, and eCommerce maintenance.
- Built WooCommerce functionality with secure payment integration and cart flows.
- Created reusable UI components and design systems for efficient site scaling.
- Supported marketing with landing page builds and tracking implementation.

Freelance / Contract Web Developer

Clients: BruntWork, CECON Digital, Conversationware UK, NORSU Research Center
(Remote)
2018 – 2022 (Overlapping Projects)

- Created and managed websites for marketing and university research initiatives.
- Used Elementor, ACF, and custom PHP/JavaScript for full customization.
- Implemented CRM automation via HubSpot, and analytics tracking with GA + GTM.
- Built a data management system using PHP and MySQL for NORSU.
- Optimized WordPress sites for mobile responsiveness and speed.
- Created Figma mockups and prototypes for client approval.
- Collaborated remotely with cross-functional teams using Zoom and Slack.

Projects

- Portfolio: rd-vann.com

Technical Skills

- **Development:** WordPress (PHP, ACF, CPT), Shopify (Liquid, Metafields), Webflow
- **Front-end:** HTML, CSS/SASS, JavaScript, Liquid, HubL
- **Integrations:** API, Klaviyo, HubSpot, GTM, GA, Facebook Pixel
- **Performance:** Google PageSpeed, GTMetrix, WebPageTest
- **Tools:** Figma, Adobe XD, Photoshop, Premiere Pro, Illustrator
- **Servers:** RunCloud, DigitalOcean, ServerPilot, SSH

Education

Negros Oriental State University (NORSU)
Bachelor of Science in Information Technology
Dumaguete City, Negros Oriental | June 2014 - March 2018

- Dean's List, 1st Year (2015)

Languages

- English (Fluent)
- Filipino (Native)