

Batuhan Kadoğlu

Shopify & Frontend Developer

Istanbul, Türkiye | U.S. and Turkish citizen | Open to fully remote roles

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PROFESSIONAL SUMMARY

I'm a Shopify and frontend developer based in Istanbul, with nearly five years of experience building and maintaining storefronts for DTC and B2B brands. I'm a **dual citizen of Türkiye and the United States**, authorized to work in both countries, with experience working fully remotely with a U.S. team.

I specialize in custom Online Store 2.0 theme architecture and ecommerce UX, covering product discovery, cart workflows, customer dashboards, and subscription access. I use Liquid, JavaScript, Shopify APIs, and Flow automations to connect storefront interfaces with the workflows behind them.

Alongside Shopify, I build with React and Next.js and use Vitest and Playwright for testing. I focus on maintainable code, performance, technical SEO, and accessibility to make storefronts easier for customers to use and easier for teams to manage.

TECHNICAL SKILLS

Shopify Themes & Commerce: Liquid · Online Store 2.0 · Custom Theme Architecture · JSON Templates · Reusable Sections and Snippets · Theme Editor Schema · Predictive Search · Cart UX · Customer Dashboards · Subscription and Membership Workflows · B2B Storefront UX

APIs & Integrations: Shopify Admin GraphQL API · Ajax Cart API · Metafields · Shopify Flow · Webhooks · REST · Node.js · Vercel Serverless Functions · PHP Endpoints

Frontend & Accessibility: JavaScript ES6+ · TypeScript · React · Next.js App Router · Astro · HTML · CSS · Tailwind CSS · Zod · Responsive Design · Accessibility · ARIA

Performance, SEO & Analytics: Core Web Vitals · Lighthouse · Image Optimization · Technical SEO · JSON-LD · Canonical URLs · Hreflang · Sitemaps · GA4 · Google Tag Manager · dataLayer Event Tracking

Testing & Delivery: Vitest · Testing Library · Playwright · ESLint · Git & GitHub · Shopify CLI · Vercel

PROFESSIONAL EXPERIENCE

Frontend & Shopify Developer

SM Design | Miami, Florida, United States | Remote, Full Time | Sep 2021 - Aug 2026

Lynda Kids | Subscription, Membership and Connected Device Platform | lyndakids.com

- Designed a five tier subscription entitlement system mapping Shopify customer tags to profile, usage, and history limits; led the transition to pooled family allowances while preserving backward compatible limit resolution.
- Architected a customer dashboard within the Shopify Liquid theme using JavaScript ES modules, client side routing, and a shared state store, delivering app like account navigation without a separate frontend build pipeline.
- Implemented authentication and customer profile synchronization between the storefront and backend, including request signing with HMAC using SHA256, JWT refresh and revocation, and profile updates that account for time zones.
- Delivered automated cart discounts through a Vercel serverless service using Shopify Admin GraphQL, with rate limiting, token caching, discount code collision retries, and offer expiration and cooldown controls.

- Built customer interfaces for connected device status, conversation history, on demand audio playback, and usage tracking, with scoped dashboard styles isolated from the storefront.

Arditi Collection | Premium DTC and B2B Storefront | arditcollection.com

- Developed and maintained an Online Store 2.0 furniture storefront, extending a commercial theme across product and collection templates while preserving existing extension points and Theme Editor schema compatibility.
- Architected a reusable materials specification system spanning fabrics, leathers, stones, woods, and finishes, with shared category and color filtering, detailed modal views, and mobile interaction support.
- Built product page functionality covering variant and SKU selection, grouped media, 3D and AR support through Shopify XR, availability and lead time messaging, and trade pricing based on customer tags.
- Developed coordinated product discovery across search and collections, combining live suggestions, shared faceted filtering, contextual navigation, mobile filter controls, and persistent grid preferences.
- Standardized registration, quote requests, trade applications, and project submissions through reusable form components with validation, file uploads, serverless submission, and reCAPTCHA protection.
- Integrated third party tools for an AI assistant, live chat, product search, and dynamic product options, coordinating script dependencies and GTM dataLayer event tracking.

Across Both Storefronts

- Consolidated duplicated Liquid into reusable snippets and standardized Theme Editor schemas so merchandising teams could configure storefront sections, with consistent linting and formatting across both codebases.
- Optimized storefront resource loading through prioritized hero media, deferred noncritical third party scripts, and image loading based on viewport visibility.
- Built reusable structured data generators for products, collections, articles, FAQs, and breadcrumbs to support technical SEO across both storefronts.

Frontend Developer Intern

Berkeley Council | Berkeley, California, United States | Remote, Part Time | 2020

- Built responsive UI components, reusable page templates and API driven content integrations; implemented Google Tag Manager tracking and on page SEO improvements; refactored legacy frontend code into maintainable modules.

EDUCATION & CERTIFICATIONS

Associate of Applied Science (AAS), Web Development / Computer Information Systems

Sinclair Community College | Dayton, Ohio, United States | 2016 - 2020

Certifications: Computer Information Systems · IT Fundamentals · Web Programming

LANGUAGES

English: Native

Turkish: Native