Ezgi Hocaoğlu

Front-End Developer

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SUMMARY

Front-end developer specialised in Shopify theme development, custom Shopify apps and headless commerce architectures, building scalable e-commerce front-ends with Liquid, React, Next.js, TypeScript and GraphQL.

Hands-on experience with checkout extensibility, post-purchase flows, upsell funnels, custom widgets and Metaobject-driven content management. Contributed to a headless Shopify storefront that improved performance, maintainability and SEO. Comfortable in agile teams using Jira, ClickUp and Slack, working closely with designers, product and backend teams.

TECHNICAL SKILLS

Shopify	Liquid, Shopify CLI, Shopify Apps, Checkout Extensions, Post-Purchase Extensions, Metaobjects, Headless Commerce Architecture
Frontend	React, Next.js, TypeScript, JavaScript (ES6+), HTML5, CSS3, Tailwind, Bootstrap, Responsive Design
Data & APIs	GraphQL, GraphQL API, REST API, CMS integrations
Practices	SEO schema markup, performance optimisation, reusable component systems
Tooling	Git, GitHub, Jira, ClickUp, Slack

WORK EXPERIENCE

Analyzify — Frontend Developer | Shopify Developer — Apr 2025 — Present

- Developed Shopify Liquid custom sections, templates and page layouts for the large-scale e-commerce store Bad.no
- Built custom Shopify apps for checkout and post-purchase extensibility
- Developed a post-purchase social survey application
- Created checkout extensions including testimonials, pro tips and cart note blocks
- Implemented upsell campaign experiences for post-purchase flows
- Built reusable custom widgets and storefront UI components
- Implemented SEO schema markup improvements
- Contributed to a headless commerce storefront using Next.js, TypeScript and GraphQL
- Developed a content management editor integrated with Shopify Metaobjects
- Worked in an agile workflow using Jira, ClickUp and Slack

Segmentify — Frontend Developer — Oct 2023 — Oct 2024

- Developed customisable e-commerce widgets using HTML, CSS and JavaScript
- Built UI components aligned with UX requirements
- Implemented campaign experiences for global brands

Vivvite Social Media App — Frontend Developer — May 2023 — Oct 2023

- Developed UI components using HTML, CSS, Bootstrap and JavaScript
- Implemented pixel-perfect UI from design files
- Supported a PHP and SQL based backend structure

Invictum Co — WordPress Developer | Frontend Developer — Jun 2021 — Oct 2022

- Built 20+ responsive websites using WordPress
- Worked with Elementor, WPBakery and Gutenberg
- Improved SEO using Yoast and All in One SEO plugins

EDUCATION

Istanbul University — International Entrepreneurship — Sep 2024 — Present

Çukurova University — Computer Engineering, BSc — Sep 2015 — Jan 2021