

Jose Obregon

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SUMMARY

Senior Software Engineer specialized in **frontend development** with **13+ years** implementing **web applications**, particularly in the **e-commerce** industry. I integrate **AI-assisted tools** into my workflow to **accelerate development and testing** within **modern frontend ecosystems** (React 19, Vue 3, TypeScript, Tailwind CSS, GraphQL, Vite, Shopify 2.0).

EXPERIENCE

Frontend Engineer / Shopify Engineer | allbirds.com | Mar 2025 - Sep 2025 (6 months)

- Partnered with Content, Data, and UX/UI teams to implement the **new Shopify 2.0 storefront**, driving **key enhancements in user experience, new designs, personalization, internationalization (i18n) and CWV**.
- Implemented **14+ configurable Shopify sections** and components (e.g., Product Recommendations, Carousels, Quick Views) for **key e-commerce pages**. Prioritizing **personalization, fluid animations and a seamless user experience** in these components was crucial for **driving conversions, enhancing lead generation, and user engagement**.
- I **drove performance optimizations** that resulted in a **30%+ boost in the new site's overall Core Web Vitals scores**.
- Resolved **10+ critical issues** across **Vue 3 Components and Liquid Snippets (SSR)**, significantly enhancing **code quality, maintainability and long-term scalability**.

Full Stack Engineer / Shopify Developer | thirdlove.com | Oct 2021 - Feb 2025 (3 years and 5 months)

- Engineered and optimized **critical e-commerce features**, specializing in the **shopping cart, checkout, and implementing business logic for discounts, promotions, upsells, and physical/digital gift cards**.
- Partnering with Product, Data, and UX/UI teams, I **implemented key BFCM promotional strategies (BOGO, GWP, upsells, and bundles)** for the Shopify 2.0 cart. In A/B testing, these strategies **increased the conversion rate by 25% and AOV (Average Order Value) by 15%**.
- Delivered the end-to-end frontend implementation of the **'Try Before You Buy' (TBYB)** program, achieving a **20% conversion uplift** across key product categories.
- Developed and managed the component infrastructure for all key e-commerce pages. My responsibility included the **core conversion funnel** (PLP, PDP, Cart, and Checkout flow), as well as **discovery and content pages** (Homepage, CLP, Search Results), and **account management pages** (Account Page, Returns Page, etc.).
- Integrated key third-party services like **Klaviyo, Yotpo, Rebuy, Elevar, and GA4/GTM** to enable key business functions, including **AI-powered recommendations, loyalty programs, user reviews, and advanced data analytics**.
- Reviewed **hundreds of PRs**, driving significant improvements in **code quality, maintainability, accessibility, SEO, security, and scalability**.

EDUCATION

Software Engineering - Universidad Empresarial Siglo 21 - Cordoba, Argentina - Mar 2008 - Nov 2014

SKILLS

JavaScript (ES6+), React 19 / Vue 3, TypeScript, Tailwind CSS, GSAP, Jest, Cypress, GraphQL APIs, Node.js, GitHub Actions, GitHub Copilot, Figma, Cursor, Vite and Shopify 2.0.