

Bailey Paserk

Front-End Developer · Shopify Specialist · eCommerce Consultant

Batavia, NY

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Available for remote contract & fractional engagements

Senior Shopify front-end developer with 6+ years building high-performance storefronts, custom bundle builders, and subscription commerce systems for DTC brands and agencies. Experienced across Shopify and Shopify Plus environments. Specialized in Liquid theme architecture, complex app integrations, and marketing-friendly storefront systems that allow teams to launch campaigns without developer support.

CORE SKILLS

- Shopify Liquid & Theme Development
- Shopify & Shopify Plus
- Shopify App Integrations (Rebuy, Upcart, AfterSell)
- Jira · ClickUp · Airtable
- HTML / CSS / JavaScript
- Figma → Shopify Implementation
- Cart API & Section Rendering API
- Custom Bundle & Gift Builder Interfaces
- Git / GitHub · Shopify CLI
- Subscription Commerce (Stay.ai, Recharge)

EXPERIENCE

Shopify Developer (Contract), G.O.A.T. Foods

2024 – Present

- Embedded senior Shopify developer working with internal engineering teams across a portfolio of 6+ storefronts for a consumer food & snack brand
- Architected and built fully custom bundle builder and “Create Your Gift” experiences in Liquid and JavaScript, eliminating reliance on third-party bundle apps
- Integrated and customized Stay.ai subscription app across multiple storefronts
- Developed merchandising templates and campaign landing pages used directly by marketing teams

Shopify Developer & Consultant, Independent / Checkout Collective LLC

2020 – Present

- Provide senior Shopify development and consulting for DTC brands and agencies; operate solo or with a distributed team depending on project scope
- Mentor and onboard junior developers, conduct code reviews, provide architecture guidance, and build internal documentation and SOPs
- **Mick Fanning / Aloha Surfboards** — theme customizations and feature development across 6+ storefronts
- **Natures Pure Blend** — landing pages, hero section builds, and subscription integration
- **PrimeBites** — custom landing pages and bundle builder implementation (ongoing, 2025)
- **Harbor Sweets** — custom Shopify development and storefront enhancements for specialty chocolate retailer
- **Happy Fruit** — Figma-to-Shopify storefront implementation
- **Nora Ross** — full site redesign with Amazon Buy Now integration
- **Special Teams Academy** — custom athlete registration system integrated with Shopify workflows

■ *Top Rated Plus on Upwork · \$200K+ earned · consistent delivery on complex Shopify engagements*

EDUCATION

Genesee Community College (GCC) — General Studies