Ahmed Showky

Full Stack Web Developer | Shopify Developer | Python Web Developer

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PROFESSIONAL SUMMARY

Full Stack Web Developer with **5+ years of experience** building high-volume eCommerce stores, custom web applications, and automation tools end-to-end. Proven track record architecting a **100% custom Shopify Online Store 2.0 theme** from scratch for **Tawheed & Nour (50,000+ products)** and engineering **Python GraphQL automation tools** that accelerated bulk catalog updates by **8x**. Experienced in Laravel, PHP, WordPress/WooCommerce, booking platforms, bilingual (Arabic RTL / English) architectures, and data-driven UX/CRO optimization.

Key Impact: **50,000+ Products** on Custom Shopify Store | **100% From-Scratch** Liquid OS 2.0 Theme | **~8x Faster** Bulk Catalog Updates via Python | **1.3% Storefront CR** after UX/CRO Audits

WORK EXPERIENCE

Full Stack Web Developer — Shopify & Python | Tawheed & Nour

Jan 2025 – Present

Major Egyptian Home & Retail Chain (tawheedwnour.com) · Cairo, Egypt

- Architected and built the company's **Shopify theme 100% from scratch in Liquid** (Online Store 2.0 sections, JSON templates, and modular components), scaling to support a catalog of **50,000+ SKU products**.
- Engineered custom merchandising features including dynamic collection filters, sorting, promotional bundles, and high-converting product pages with seamless **Arabic RTL and English** support.
- Developed **Python web tools and internal dashboards** integrated with the **Shopify Admin GraphQL API** for automated bulk catalog, pricing, and multi-branch ERP inventory syncing—cutting 300-product update cycles from a **full working day (8 hours) down to ~1 hour**.
- Built automated **Python QA and storefront monitoring scripts** to detect broken links, price/stock discrepancies, and technical SEO issues; delivered supporting WordPress and third-party API integrations.
- Conducted structured **UX / CRO and accessibility (WCAG) audits** using GA4, Hotjar, and Microsoft Clarity, shipping performance, navigation, and checkout optimizations that achieved a **1.3% conversion rate**.

Technologies: Shopify, Liquid, Online Store 2.0, Shopify Admin & Storefront GraphQL API, Python, JavaScript (ES6+), WordPress, GA4, Hotjar, Microsoft Clarity

Full Stack Web Developer | Egypt Express Travel

Feb 2023 – Dec 2024

Travel & Tourism Agency (egyptexpresstvl.com · eetbooking.com) · Giza, Egypt

- Developed and maintained **egyptexpresstvl.com**, a bilingual **Arabic/English WordPress** platform for travel packages, Hajj & Umrah programs, visa processing, and flights with custom search filtering and Hot Deals.
- Engineered the **eetbooking.com booking platform** featuring package search, flight and airport transfer requests, customer portals, a **loyalty reward-points engine**, and administrative management dashboards.
- Built **mztourism.com** for Mahfouz Tourism (DMC), implementing custom **WooCommerce** booking workflows for hotels, guided tours, and car rentals.
- Designed and built the company's internal **CRM system in Laravel (PHP) & MySQL** to manage customer pipelines, booking lifecycles, and sales team follow-ups.

Technologies: PHP, Laravel, MySQL, WordPress, WooCommerce, JavaScript, REST APIs, Custom CRM, Travel Booking Systems

Web Developer | Shaheen Company

Jan 2021 – Jan 2023

Cairo, Egypt

- Developed responsive customer-facing websites, internal web applications, and reusable front-end UI component libraries in close collaboration with UI/UX designers and product managers.
- Optimized front-end asset loading, core web vitals, and cross-browser compatibility while resolving UI/UX defects across desktop and mobile viewports.

Technologies: JavaScript, React, HTML5, CSS3, WordPress, Responsive & RTL Design, Git

SELECTED PROJECTS

- **Tawheed & Nour (tawheedwnour.com):** Enterprise retail Shopify store — custom Liquid OS 2.0 theme built from scratch, 50K+ products, Python ERP/GraphQL inventory & price automation, 1.3% conversion rate.
- **Dany Do'r (danydor.com):** Women's fashion brand on Shopify — bilingual AR/EN storefront, custom seasonal lookbooks, collection filtering, and high-traffic sale campaign execution.
- **2S Egypt (2segypt.com):** Homewear retailer on Shopify — bilingual AR/EN storefront, multi-audience catalog architecture, licensed-character collections, and custom JavaScript enhancements.

TECHNICAL SKILLS

eCommerce & CMS: Shopify (Liquid, Online Store 2.0, Admin & Storefront GraphQL API, Custom Themes & Apps), WordPress (Custom Themes & Plugins), WooCommerce

Back-End & Data: Python (Automation, Data Processing, Web Scraping, Dashboards), PHP, Laravel, MySQL, RESTful APIs, GraphQL, ERP Integrations

Front-End: JavaScript (ES6+), React, HTML5, CSS3, Responsive Web Design, Arabic RTL / Bilingual UI Architecture

UX, CRO & SEO: Conversion Rate Optimization (CRO), UX Auditing, Web Accessibility (WCAG), Technical SEO, Core Web Vitals, Google Analytics 4 (GA4), Hotjar, Microsoft Clarity

Tools & Workflow: Git, GitHub, Figma-to-Code Hand-off, AI-Assisted Development (Claude, ChatGPT), Agile / Cross-Functional Collaboration

EDUCATION

Bachelor's Degree in Social Work — Helwan University, Cairo, Egypt (Grade: Good) 2016 – 2020

LANGUAGES

Arabic: Native | **English:** Professional Working Proficiency