

CHOUDARY HUSSAIN ALI

Software Engineer | Shopify & Full-Stack Development | AI / LLM Systems

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PROFESSIONAL SUMMARY

Software engineer with **4+ years** of experience in **Shopify Plus** development (Liquid, Online Store 2.0), full-stack **Python**, and production **AI/LLM systems**: retrieval-augmented generation (RAG), LangChain, Google Gemini, and Groq. Delivered **50+ projects** for clients in Pakistan, the UK, Canada, and the US, including an e-commerce store that generated **PKR 1M+** in sales in its first 30 days. **Certiport-certified** Information Technology Specialist in Python (2026).

SKILLS

- ❖ **Languages** Python, JavaScript, Liquid, SQL, HTML5, CSS3, C, C++
- ❖ **E-commerce & Web** Shopify Plus, Shopify theme development (Online Store 2.0, metafields, migrations), WooCommerce, WordPress, responsive front-end development, Core Web Vitals optimization, search engine optimization (SEO)
- ❖ **AI / LLM** Retrieval-augmented generation (RAG), LangChain, prompt engineering, LLM Ops, OpenAI, Google Gemini, Groq, LLaMA 3, Hugging Face, vector embeddings, FAISS, Pinecone
- ❖ **Frameworks & Tools** Streamlit, Flask, Gradio, REST API design and integration, Pandas, NumPy, MySQL, Git, GitHub, Vercel
- ❖ **Practices** Object-oriented programming (OOP), data structures and algorithms (DSA), automation and scripting, documentation for non-technical handoff

PROFESSIONAL EXPERIENCE

- ❖ **Full Stack Web Developer** — *HiveNexis, Lahore* *Apr 2026 – Present*
 - Develop and maintain e-commerce and CMS websites on **Shopify Plus**, **WooCommerce**, **WordPress**, **PrestaShop**, **Prismic**, and **Wix/Squarespace**, plus custom **Flask** applications — covering theme development, integrations, QA, and launch.
 - Deliver responsive, accessible, SEO-optimized builds with strong Core Web Vitals; manage security updates, migrations, and client handover.
- ❖ **Senior Shopify Developer** (Contract) — *NavNexis, Lahore* *Aug 2026 – Present*
 - Develop and customize Shopify/Shopify Plus storefronts — Online Store 2.0 themes in Liquid, custom sections, metaobjects, Shopify Functions, and checkout extensions — with Admin/Storefront GraphQL API integrations.
 - Lead platform migrations to Shopify (WooCommerce, PrestaShop, legacy carts) including data mapping, redirect strategy, and SEO preservation; handle Plus features such as B2B, Markets, and custom checkout logic.
 - Improve store performance and conversion through theme auditing, app-bloat reduction, and Core Web Vitals optimization.
- ❖ **Freelance Web Developer** — *Self-employed, Lahore / remote* *2022 – 2025*
 - Delivered 50+ client projects across e-commerce, healthcare, and agency sectors (Pakistan, UK, Canada) — Shopify and WooCommerce storefronts, WordPress business sites, and landing pages, with in-house graphic design for branding, listing creatives, and ad banners.

- Ran an independent e-commerce business across **Daraz** and Shopify: product sourcing, catalog and listing optimization, pricing, inventory, campaigns, fulfillment, and customer service.

SELECTED PROFESSIONAL WORK

E-commerce:

- ❖ **Paws Source** — *DTC dog-accessories brand* pawssource.com
 - Built a conversion-focused store with benefit sections, variant swatches, and bundles
 - Added reviews with rating breakdown, FAQs, trust badges, and wallet payments
- ❖ **Snugyz** — *Baby-products store* snugyz.com
 - Developed a mobile-first store with hero banners, trending grids, and cart drawer
 - Wrote SEO content with keyword-anchored internal product links, blog, and newsletter
- ❖ **Ieriasmana** — *Skincare storefront* ieriasnama.com
 - Built a premium storefront with tiered menus across skincare, aromatherapy, elixirs
 - Implemented auto-replenish subscriptions, quick add-to-bag, and brand story pages
- ❖ **Modern Office** — *Furniture retail storefront* shopmodoffice.com
 - Built a B2B store for coworking operators — seven collections, strategy-led landing
 - Developed the quote funnel: per-product modals, variant capture, Zoom booking
- ❖ **Glovino** — *Custom Shopify theme & conversion-focused design* glovino.shop
 - Built a custom mobile-first theme in HTML, CSS, and Liquid with streamlined checkout and product display
 - Conversion-focused layout drove **PKR 1M+ in sales within the first 30 days** of launch

Business & Healthcare:

- ❖ **ASG Consulting** — *RICS regulated building surveyor* asg-consulting.co.uk
 - Built a WordPress site with 13 service pages, case studies, area-coverage pages, and a resources blog
 - Implemented location-keyword SEO and embedded live Google Reviews to drive survey-quote enquiries
- ❖ **Essence** — *Canadian therapy clinic* essence-therapy.ca
 - Developed the practice site on WordPress with seven dedicated therapy-service pages, FAQs, and blog
 - Integrated Jane App online booking with free-consultation CTAs and newsletter signup
- ❖ **Mind Beyond Age** — *Healthcare brand website* mindbeyondage.com
 - Built a multi-page WordPress practice site — services, resources, FAQs, and patient testimonials
 - Integrated Zocdoc appointment booking site-wide with click-to-call and a step-by-step care-journey flow

Global Agency Website:

- ❖ **Dani Digital Pro** — *Digital agency website* danidigitalpro.com
 - Built a multi-page dark-theme site — services, results, insights, and trainings — with animated stat counters, a simulated live campaign dashboard, and lightbox galleries for **ROAS** proof and certifications
 - Engineered the lead funnel: qualifying enquiry form (service + business type), Calendly strategy-call booking, LinkedIn feed embeds, and Google Tag Manager tracking
- ❖ **Ecommdots** — *E-commerce agency site* ecommdots.co
 - Developed the full multi-page site (services, about, blog, testimonials, careers) presenting eight Amazon service lines with mega-menu navigation, client-brand marquees, video testimonial carousels, and metric-led case studies

- Built a qualifying free-audit lead form — revenue range, multi-select services, primary-challenge fields, and confirmation states — with WhatsApp click-to-chat and GTM tracking

❖ **Ecommsyte** — *Amazon marketplace services agency*

ecommsyte.com

- Designed the site around an animated brand-growth-console hero with live-style metric counters, a scrolling services ticker, and four campaign case studies presenting real account data
- Implemented complete on-page **SEO** — canonical URLs, Open Graph/Twitter cards, per-page metadata, and Google site verification — alongside blog, careers, and consultation-booking pages

PERSONAL & OPEN-SOURCE PROJECTS

❖ **FileIQ** — *Document Intelligence & Q&A Assistant (RAG)*

[Live Demo](#) | [GitHub](#)

- Chunks PDF/DOCX/TXT uploads, embeds via sentence-transformers, indexes in FAISS
- Answers via a LangChain retrieval chain on Groq Llama 3 with source citations

❖ **AutoMARK** — *Automated MCQ Exam Grading System*

[Live Demo](#) | [GitHub](#)

- Accepts CSV/PDF answer keys and response sheets; grades via a Pandas pipeline
- Generates instant per-student result reports, replacing manual checks and OMR

❖ **MCQ Grading Bot** — *Vision-LLM Exam Grader*

[GitHub](#)

- Grades photographed answer sheets with Gemini Vision, extracting student info
- Returns per-question feedback as structured JSON; handles blurry, low-res scans

❖ **PizzAi** — *AI-Powered Pizza Ordering Bot*

[Live Demo](#) | [GitHub](#)

- Takes full orders in chat — menu, sizes/toppings, sides, and delivery or pickup
- Runs a prompt-engineered server persona that summarizes the bill and confirms

EDUCATION

❖ **BS Information Technology** | University of the Punjab

CGPA: 3.11 | 2022-26

❖ **XII — HSSC** | FSc. Pre-Engineering

82% | 2022

❖ **X — SSC** | Computer Science

84% | 2020

CERTIFICATIONS & TRAINING

❖ **Advanced Python Programming & Applications**

NAVTTTC | Mar - 2025

YSDS — Yashfeen Skills Development Services

❖ **IT Specialist — PYTHON**

Pearson | Jan - 2026

Certiport — Pearson VUE

LANGUAGES

❖ **English** - Proficient

❖ **Urdu** - native

❖ **Punjabi**

HOBBIES

- ❖ Building AI side projects and experimenting with new LLM tools and APIs
- ❖ Graphic design — creating brand assets, thumbnails, and social media creatives
- ❖ Writing technical breakdowns of my projects on GitHub and LinkedIn