



FRONTEND · ECOMMERCE · SHOPIFY

FREDDY AVILA RICO

Frontend Developer

Building scalable eCommerce experiences with React, Next.js, TypeScript, and Shopify.

PROFILE

I'm a Frontend Developer based in Lima, Peru, specialized in eCommerce experiences, Shopify development, and modern React-based interfaces.

With a background in Graphic Design, I bring a strong eye for detail, usability, visual consistency, and performance to every project I build.

CONTACT

EMAIL

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LOCATION

Lima, Peru

LINKEDIN

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GITHUB

FreddyAvilaRico

01 EXPERIENCE

- Trafilea

2017 - Present

Frontend Developer · Full-Time

Building scalable eCommerce experiences across Shopify-based brands, including landing pages, CMS-driven pages, A/B testing experiments, SEO implementations, analytics integrations, and frontend features.

ReactNext.jsTypeScriptShopifyLiquidCMSVWO
- Naked & Thriving

Oct 2023 - May 2026

Part-Time Frontend / Shopify Developer · Contract

Worked on Shopify theme features for a skincare eCommerce brand, contributing to reusable frontend components, cart-related features, promotional UI, product page improvements, and theme optimizations.

ShopifyLiquidReactViteJavaScriptHTMLCSS
- Casa Felix

Dec 2022 - Jan 2023

Freelance Shopify Developer

Estimated and implemented Shopify features independently, including theme customizations, frontend updates, layout adjustments, and Liquid development based on business needs.

ShopifyLiquidJavaScriptHTMLCSSTheme Customization
- Early Career — Graphic & Web Design

2014 - 2017

Graphic Designer / Web Designer

Started my career creating visual layouts, advertising materials, landing pages, email templates, branding assets, and web design pieces for different companies and clients.

Adobe PhotoshopAdobe IllustratorHTMLCSSWeb DesignGraphic DesignBranding

02 EXPERTISE & STACK

FOCUS

High-Traffic eCommerce	Shopify Theme Development
Landing Pages	CMS-Driven Pages
A/B Testing & CRO	Performance & Technical SEO

CORE STACK

React	Next.js	TypeScript	JavaScript
Shopify	Liquid	Tailwind CSS	Vite
WordPress / WooCommerce	GTM / GA4		