



Ian Fleming

Shopify Plus Engineer | Integration Specialist

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PROFILE:

Shopify Plus engineer delivering production e-commerce systems across international markets since 2024. Specialised in complex integrations, event-driven architecture, and eliminating operational bottlenecks through mathematical precision. Strong track record coordinating Shopify Plus, third-party APIs, ERP, and analytics infrastructure across multi-market deployments — 12+ months production stability, comfortable operating as a technical voice on cross-functional projects.

SKILLS:

Core Technologies: JavaScript, Next.js, React, Remix, HTML5, CSS3, Tailwind CSS, TypeScript, Node.js

Architecture & Integration: Event-driven architecture, REST/GraphQL APIs, multi-platform coordination, real-time systems, proportional allocation algorithms

Modern Stack & AI: RAG architecture, vector embeddings, OpenAI API, Pinecone vector database, PostgreSQL (Neon)

E-commerce: Shopify Plus ecosystem (Liquid, APIs, checkout extensions, Shopify Functions, app development, Shopify CLI, theme sync), Rebuy Smart Cart, Loop Subscriptions, TikTok Shop, international multi-store deployments

Analytics & Tracking: GA4, Google Tag Manager (server-side + client-side), Enhanced Conversions, Shopify Pixel, Shoplift A/B testing, Microsoft Ads

Tooling & Practices: Vitest, Playwright, Git, Figma-to-code, Agile/Scrum

Languages: English (fluent), German (B1)

PROFESSIONAL WORK EXPERIENCE :

- Bears with Benefits | Fullstack Shopify Developer (*Feb. 2024 - present*)

- Led major theme redesign across international Shopify Plus storefronts: rewrote CSS and layout architecture from Figma designs while preserving core commerce functionality; built new reusable sections including custom video components, carousels, dropdown navigation, and responsive header system. Currently live in 4 markets (DE, CH, IT, US) with rollout progressing across FR, ES, and NL, and porting underway for a new Canadian storefront with multi-language switching.
- Architected and deployed production cart coordination engine across 6 international storefronts, eliminating pricing-discrepancy support complaints through real-time discount synchronisation. Built event-driven coordination layer (RebuyEventManager + RebuyUtils) handling 7+

combinable discount types across Shopify, Rebuy Smart Cart, and manual input — with proportional allocation algorithms and state signature tracking for sub-100ms update latency. 12+ months production stability, zero critical incidents, processing thousands of daily customer interactions.

- Owning Shopify-side resolution of TikTok Shop integration issues across international storefronts: diagnosing fulfilment pipeline breakages across a five-system chain (TikTok → Shopify → Xentral → middleware → warehouse), correcting shipping template and carrier mapping configurations, and escalating platform-level vendor issues with TikTok engineering under mismatch-penalty constraints.
- Built full-stack progressive discount application (Remix, Shopify Functions, GraphQL, Neon Postgres) enabling dynamic tiered discounting. Designed merchant-facing admin UI (Shopify Polaris) and documentation allowing non-technical teams to create, edit, and remove discounts independently — removing developer dependency from a recurring promotional workflow.
- Implemented production checkout customisations: fraud prevention validation, payment method filtering, A/B-tested delivery options, and React-based UI extensions for real-time discount visualisation.
- Led infrastructure and analytics improvements across international markets: server-side GTM with GCLID-based ad attribution passthrough, Shopify Pixel adaptation for new/returning customer segmentation in GA4, Enhanced Conversions with hashed user data, Shoplift A/B testing with cross-IAB latency debugging, geolocation-aware redirect system (Vercel Edge Functions) for EU packaging QR codes, and Figma-to-production site redesign coordination.

- Grünecker Patent- und Rechtsanwälte | Formalprozessabteilung Sachbearbeiter (2017 - Jan. 2024)

- Coordinated formal processes for international intellectual property applications, managing deadlines, compliance requirements, and client communication across multiple jurisdictions.

- The Book Centre, Waterford, Ireland | Book department worker, duty/weekend manager (2008 – 2014)

EDUCATION:

- Career Foundry - Fullstack Web Development Certificate (2021)
- University of Limerick, Masters (MA) in Music Technology (1.1) (2013)
- Published peer-reviewed research: "I Have No Mouth (pts. 1 to 6) - Introducing Postdigital Spectralism" Leonardo Music Journal, Vol. 24 (2014)

FEATURED WORK :

Cart Discount Coordination Engine (Professional Work) -

Event-driven system coordinating complex discount logic across 6 international Shopify storefronts. Eliminated recurring pricing-discrepancy support complaints through proportional allocation algorithms. 12+ months production stability, sub-100ms cart update latency, zero critical incidents. Tech: JavaScript, Shopify / Rebuy / DOM APIs, Event-Driven Architecture, docs: github.com/ianfleming464/cart-discount-coordination-engine-documentation

FounderVoice AI (Side Project) -

RAG-powered content generation system maintaining a consistent voice across written content using chunking strategies, vector embeddings (Pinecone), and OpenAI API integration.

Tech: Next.js, TypeScript, OpenAI API, Pinecone vector database, React

Live: founders-voice-ai-mcp.vercel.app | GitHub: github.com/ianfleming464/founders-voice-ai-mcp