MUHAMMAD ABDULLAH

SHOPIFY DEVELOPER & E-COMMERCE SPECIALIST

Sheikhupura, Pakistan | Abdullah452873@gmail.com | +92 342 4600786 | www.muhammadabdullah.online | linkedin.com/in/muhammadabdullahshopify

PROFESSIONAL SUMMARY

Shopify Developer and E-commerce Specialist with 2 years of experience building, customizing, and optimizing Shopify stores for international clients. Skilled in Shopify theme customization, Liquid coding, custom sections, product and collection page optimization, conversion rate optimization (CRO), and mobile-responsive store design. Managed Shopify stores end-to-end and ran Meta advertising campaigns for an international agency; previously founded and operated a digital products e-commerce business from branding through customer acquisition. Brings a strong design and branding background together with practical use of Generative AI tools to speed up development, content creation, and creative workflows.

CORE SKILLS

Shopify & E-commerce: Shopify Store Management, Shopify Theme Customization, Shopify Liquid, Custom Liquid Sections, Product & Collection Page Optimization, Store Navigation Setup, Meta Fields, Mobile-Responsive Design, Store Troubleshooting

Web / Technical: HTML, CSS, Basic JavaScript, Liquid Code Customization

SEO & CRO: Conversion Rate Optimization (CRO), On-Page SEO, Site Speed Optimization, Product Listing Optimization

AI / Generative AI: AI-Assisted Development ("Vibe Coding"), AI-Assisted Content Creation, AI-Generated Visual & Video Assets, Practical Generative AI Use for Productivity & Workflow Efficiency

Design / Branding: Branding Design, Graphic Design, Marketing Creative Design, Social Media Creative Design, Product Presentation, Visual Branding

Marketing: Digital Marketing, Meta Ads (Facebook & Instagram), Campaign Planning & Preparation, Customer Acquisition, Sales Campaigns, Product Marketing

PROFESSIONAL EXPERIENCE

Shopify & E-commerce Specialist — Pixel Production Labs (PPL) (International Markets, UAE-based) **Dec 2025 – Sep 2026**

- Managed and customized Shopify stores end-to-end for international clients, including themes, product pages, collections, and navigation, to deliver professional, conversion-focused shopping experiences.
- Improved store conversion rates by approximately 29% through layout, product presentation, and user-experience optimization.
- Planned and executed Meta (Facebook & Instagram) advertising campaigns and promotional creatives to support product visibility, sales, and customer engagement.
- Created branding and marketing creatives aligned with client brand identity and campaign goals, collaborating remotely with the agency team to deliver projects on schedule.

Freelance Shopify, Branding & Design Specialist

- Delivered Shopify store design, customization, and management services for e-commerce clients.
- Built brand identities, marketing creatives, product designs, and promotional graphics tailored to each client's business.
- Worked directly with clients to deliver customized, conversion-ready Shopify stores and professional visual solutions.

Founder — Lumina Store (Digital Products Business) **2024 – 2025**

- Founded and operated a digital products e-commerce business selling courses, software, and digital products online.
- Managed online sales, product listings, marketing campaigns, and customer support.
- Developed branding and marketing creatives to build a professional, recognizable brand.

INTERNSHIP EXPERIENCE

Branding Design Intern — PUACP **6 Weeks**

- Contributed to branding design work, supporting the development of visual identity and creative design materials.
- Gained hands-on experience applying branding and design principles in a professional agency setting.

EDUCATION

Bachelor of Commerce (B.Com) **2024 – 2026**
Government Graduate College Sheikhupura | GPA: 3.21 / 4.0

ADDITIONAL INFORMATION

Languages: Urdu (Fluent), Punjabi (Fluent), English (Intermediate) | **Productivity Tools:** Microsoft Excel, Word, PowerPoint