

MOHAMED LAZAAR

Frontend & Shopify Developer

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SUMMARY

A highly skilled and versatile Frontend & Shopify Developer with a passion for crafting high-performing, visually appealing websites and web applications. Specializing in responsive design and seamless user experiences, I blend creative design with clean, optimized code across industries from e-commerce to SaaS. I build responsive Shopify storefronts, custom Shopify apps, and modern web applications with React and Next.js, helping brands achieve a strong online presence through functional, beautiful, and user-friendly interfaces. Seeking opportunities to leverage my expertise in frontend development, Shopify, and AI prompting to deliver innovative and impactful digital solutions.

PROFESSIONAL EXPERIENCE

Frontend Web Developer | XCO Agency LLC

Remote / Hybrid • Morocco • Digital Agency • Shopify Partner

- Transformed Figma and Adobe XD designs into fully functional, high-quality Shopify websites with pixel-perfect accuracy.
- Developed custom Shopify apps to extend store functionality and meet merchant-specific needs.
- Designed, built, and published a suite of OptiLayer Shopify apps on the App Store — Product AI SEO, QR Code Generator & Tracker, and Smart Timer — using React Router, Polaris, and the Shopify Admin API.
- Contributed to Workify – Job Offers & Hiring, a Shopify app enabling job postings and applicant management directly within the store.
- Contributed to Floaty, a Shopify app for customizable floating icons and social media buttons.
- Optimized Shopify storefronts for speed, performance, and UX, improving overall store engagement.
- Collaborated closely with design and backend teams to ensure smooth integration and scalable frontend architecture.

Freelance Frontend Developer | Freelance — Frontend, Shopify & AI Prompting

Remote

- Developed a fully responsive frontend for an e-commerce website, contributing to a 20% increase in user engagement.
- Built interactive tools, custom UI components, and modern landing pages combining strong aesthetics with fast performance.
- Designed and implemented high-performing websites and web applications across e-commerce, personal portfolios, and SaaS platforms.
- Focused on responsive, mobile-first design and seamless user experiences across all projects.
- Applied AI prompting techniques to optimize content and user flow, enhancing overall user satisfaction.

Frontend Developer | Le Ventures

Remote • United States • Shopify Agency

- Converted Figma and Adobe XD designs into modern, responsive Shopify websites with pixel-perfect accuracy.
- Built and customized Shopify sections, templates, and Liquid components based on UI/UX specifications.
- Implemented custom features such as dynamic sections, advanced product pages, and interactive UI elements.
- Ensured high performance, clean code quality, and a seamless user experience across all devices.
- Contributed to the full frontend production workflow: design integration, development, testing, deployment, and maintenance.

Frontend Developer (Internship) | indoLike

Remote

- Implemented new user interface features based on provided wireframes and design mockups.
- Ensured cross-browser compatibility and optimized components for fast loading times.
- Collaborated with project managers to meet agile development sprint goals within the project timeline.

Freelance Web Developer | Lumi Style

Morocco

- Sole creator and developer of the Lumi Style website, an e-commerce platform for lamp products.
- Managed the entire project lifecycle from initial design concepts to full code implementation.
- Created a user-friendly interface with responsive design for optimal mobile and desktop experiences.
- Ensured smooth navigation across the site, enhancing customer journey and product discoverability.

SELECTED PROJECTS

Klue — B2C & B2B E-commerce *Completed*

Shopify · Liquid · Responsive · JavaScript

- Designed and built both B2C and B2B Shopify storefronts for Klue, delivering a unified brand experience across consumer and wholesale channels.
- Implemented responsive, high-performance layouts with custom Liquid sections and tailored purchasing flows for each audience. Delivered and completed.

OptiLayer Product AI SEO — Shopify App

Shopify · React Router · Polaris · JavaScript · AI

- Published AI-powered Shopify app that generates unique SEO product titles, descriptions, meta tags, and image alt text in seconds — turning duplicate supplier content into pages that rank on Google.
- Supports individual and bulk optimization, collection and page SEO, consistent brand voice, auto-generation on new products, preview-before-publish, and GEO optimization for AI search.

apps.shopify.com/ai-product-seo

QR Code Generator & Tracker — Shopify App

Shopify · React Router · Polaris · JavaScript · Shopify Flow

- Published Shopify app to create, customize, and track branded QR codes for products, variants, collections, pages, checkout, discounts, or custom URLs — with real-time scan and conversion analytics.
- Features editable dynamic codes, logo/color branding, PNG/SVG/PDF/ZIP exports, bulk generation for large catalogs, and Shopify Flow integration.

apps.shopify.com/optilayer-qr-code-generator

OptiLayer Smart Timer — Shopify App

Shopify · React Router · Polaris · JavaScript

- Published Shopify app that adds countdown timers to product pages, store-wide bars, cart, landing pages, and marketing emails to create real purchasing urgency — no theme code required.
- Supports fixed-date, evergreen, recurring, and shipping-cutoff timers with product/collection/tag/country targeting, a live-preview editor, and tiered plans.

apps.shopify.com/optilayer-smart-timer

Freelance Shopify Storefronts

Shopify · Liquid · Responsive · JavaScript

- **Bucket Gulf** — custom Shopify storefront built from design to deployment, with responsive layouts and custom Liquid sections.
- **PeCosmetics** — custom Shopify storefront with tailored product pages and mobile-first, responsive design.
- **Maleup** — custom Shopify storefront with bespoke sections and optimized user experience.
- **von jungfeld** — custom Shopify storefront delivered with pixel-perfect design integration and clean code.
- **La Comet** — custom Shopify storefront built for speed, performance, and seamless navigation.

EDUCATION

Frontend Web Development Program | [ALX Africa \(Online\)](#)

- Completed a rigorous, project-based program covering modern web development technologies and methodologies, including frontend and backend development, database management, and API design, with a strong foundation in algorithmic thinking and data structures.

Master in Business Management | [EMCG](#)

Bachelor in Business Management | [EMCG](#)

SKILLS

Frontend: HTML5, CSS3, JavaScript, TypeScript, React.js, Next.js, Tailwind CSS, Responsive Web Design, UI/UX Design

E-commerce: Shopify Development, Liquid, GraphQL, Polaris, Prisma, E-commerce Solutions, SaaS Platforms

Engineering: Git & Version Control, API Integration, Web Performance Optimization, Cross-Browser Compatibility

AI & Other: Prompt Engineering, AI Prompting, Problem Solving, Client Communication, Freelancing

LANGUAGES

Arabic (Fluent) • English (Fluent) • French

CERTIFICATES

- ALX AI Starter Kit — ALX Africa
- ALX Frontend Development — ALX Africa
- ALX ProDev Frontend — ALX Africa
- Professional Development Skills for the Digital Age — ALX Africa
- React Essential Training — LinkedIn Learning
- Responsive Web Design — freeCodeCamp