Natalia Tkachenko

Website Developer: Shopify & Technical SEO

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Available on-site

Summary

Web developer with 10+ years building ecommerce and marketing sites, the last 4 on Shopify and Shopify Plus, with earlier Magento and WordPress builds. Builds with search in mind: technical SEO, structured data, Core Web Vitals, GA4 and Search Console. Takes sites from design to launch and explains technical trade-offs to clients and sales teams.

Core Skills

- **Frontend**: HTML, CSS (SASS), Tailwind CSS, JavaScript, React, Astro, responsive and accessible builds
- **Shopify**: Shopify Plus, Liquid, themes, metafields, theme app extensions, checkout and cart extensions
- **SEO & Performance:** Technical SEO, structured data (JSON-LD), Core Web Vitals, Lighthouse, GA4, Search Console, Merchant Center
- **Platforms & Backend:** PHP/MySQL (Magento / Adobe Commerce), GraphQL/REST APIs, SQL Integrations & CRM: Shopify Flow, Klaviyo, Yotpo, Gorgias
- **Delivery:** Technical scoping, multi-site support, QA and release workflows
  Tools & Hosting: Shopify CLI, GitHub, Cloudflare Pages, Figma, Cursor, Obsidian
- **AI tooling:** Claude Code, MCP, Codex, Gemini CLI

Employment

Jun 2026 – Aug 2026

Senior Front-End Developer — The Working Party

- Developed and maintained front-end code for Shopify Plus storefronts across enterprise retail clients and a new build project
- Translated UX/UI designs into functional, accessible front-end builds
- Supported technical client escalations and documented issues for team visibility
- Participated in code reviews and contributed to shared component documentation
- Collaborated with Delivery Managers on task estimation and delivery planning

Sep 2022 – Mar 2026

Shopify Developer — Overdose Digital

- End-to-end delivery across Shopify and Shopify Plus projects and retainers for AU/NZ and international enterprise clients
- Built and maintained custom Shopify apps and Functions (POS, checkout UI, cart transform), plus theme customisation and Shopify 2.0 migrations
- Integrated third-party platforms (Klaviyo, Yotpo, Gorgias, Omnisend) via APIs and Shopify Flow, alongside ERP/data automation workflows
- Improved Core Web Vitals and SEO performance through Lighthouse audits and optimisation
- Contributed to technical scoping and solution design, maintaining QA standards across a multi-client retainer portfolio

Employment - continued

May 2017 – Aug 2022

Web & Marketing Developer — Overdose Digital

- Delivered front-end development across Magento and PHP-based eCommerce platforms, building responsive UI with HTML, CSS (SASS), and JavaScript
- Developed HTML email templates (EDMs) and supported marketing automation workflows
- Collaborated with design, marketing, and offshore teams using Git, PHP, and SQL to deliver client projects

Sep 2014 – May 2017

Front-End Developer — Lero9 Limited

- Developed front-end components across Magento, WordPress, and eCommerce platforms
- Customised themes using HTML, CSS, and JavaScript
- Collaborated with design and development teams to implement client requirements

Education

Bachelor's Degree, Environmental Engineering
Far Eastern Federal University, 2006 – 2011

Selected Work

- Built custom theme app extensions for key SEO improvements
- Contributed to custom POS app and checkout/cart function extensions
- Led Shopify 2.0 migrations including Horizon theme customisation
- Built Klaviyo marketing flows driven by Shopify events and custom data mapping
- Built DataJet automation workflows for order management, inventory sync, and ERP integrations
- **Aether (aetherspace.nz):** personal portfolio and playground built with Astro, TypeScript and Tailwind on Cloudflare, using a multi-agent AI workflow; includes a WCAG-checked colour theming engine

References

Available upon request

Certifications

- Google Ads Search Certification — Google Skillshop, Nov 2026
- Claude Code in Action — Anthropic Academy, May 2026
- Introduction to Model Context Protocol — Anthropic Academy, May 2026