

E-commerce leader with 13 years from front-end development to owning the roadmap, operations, and P&L targets of an 8-figure Shopify Plus DTC brand with 1,000,000+ customers. I find the opportunity, then build the system that delivers it: research, design, code, launch, and the numbers afterward, with AI agents now doing the work a team used to.

6x

dropship revenue in 12 months

2x

product-page conversion after storefront rebuild

3.15 → 1.24d

median fulfillment time, 61% faster

4x

cancellation save rate (6% → 24%)

EXPERIENCE

Emagineer Brands / WellBefore

Dallas, TX (remote)

Head of E-commerce

May 2025 – Present

- Own the e-commerce roadmap, operations, and technical delivery for the brand I joined as its third employee. Build and run the production systems, lead developers and agencies when needed, cross-functional with marketing, warehouse, and finance.
- Grew dropship revenue 6x in 12 months by building an automated listing pipeline for 70,000+ SKUs, competitive repricers, and cheaper-supplier order routing; used the repricers' market data to negotiate lower distributor costs and built MAP enforcement.
 - Cut median fulfillment from 3.15 to 1.24 days and took same/next-day shipping from 4% to 41% with end-to-end order automation across two distributor APIs.
 - Raised shipping margin per order from break-even to 15 to 20% with checkout conversion flat, via a custom rate engine (Checkout UI extension + Carrier Service API).
 - Launched HSA/FSA payment acceptance: eligibility tagging, native card acceptance, automated compliant invoicing. 3% of revenue and AOV about 50% above store average within 90 days.
 - Built retention systems for a five-figure subscriber base (about half of store revenue): stock-rescue swaps and vector-matched replacements for discontinued SKUs, on top of earlier work that took the cancellation save rate from 6% to 24%.
 - Built the company-wide BI platform (GA4, BigQuery, n8n): revenue and margin by segment, subscriptions, inventory, fulfillment, market data, AI-assistant traffic.
 - Launched a GEO/AI-search program: 0 to 300,000+ impressions in three months, 7 pages ranking top-10, pages cited in Google AI Overviews.
 - Ran a continuous experimentation program: 25+ A/B, pricing, MOQ and free-shipping-threshold tests in 15 months, each closed with a written decision brief.
 - Took Google Merchant identifier coverage from 29% to 70% of the catalog and product taxonomy to 100% of active products, opening the long tail to Google Shopping and the Shop app.
 - Ran the operation largely solo with AI agents (Claude, Codex) across catalog, orders, and reporting, after managing a 2–6 person development team.

Head of Front-end Development

Feb 2020 – May 2025

- Doubled product-page conversion by rebuilding the storefront from scratch during a rebrand (Core Web Vitals, accessibility, structured metafields), with no downtime and no traffic loss.
- Led a 2–6 person front-end team and shipped revenue features end to end: Delivery Guarantee, product-discovery quiz platform, AI recommendations API, bundle builder, site merchandising tooling.

CANDEV · Freelance web development & brand identity for international clients.

May 2013 – Feb 2020

SKILLS

E-commerce	Shopify Plus, CRO, A/B testing, site merchandising, subscriptions (Recharge, failed-charge recovery), fulfillment/3PL, Amazon & Walmart marketplaces, AOV/LTV, ROAS/CAC, P&L ownership
Engineering	TypeScript/JavaScript, React, Node.js, Python, Postgres, Shopify Admin & Storefront APIs (REST/GraphQL), Liquid, Online Store 2.0, Shopify Functions, Checkout Extensibility, webhooks, Git/CI-CD
Data & Cloud	Google Cloud Platform, BigQuery, GA4, GTM, SQL, n8n, Klaviyo, dashboards
AI & Automation	Claude Code, Codex, LLM agents in production, vector similarity matching, automated workflows, GEO/AEO
UX & Design	A/B testing, heatmaps, funnel analysis, Figma, Adobe Photoshop & Illustrator

EDUCATION

Management & Marketing · Futura	2014–2017
Graphic Design & Photography · XIV LO Lublin	2010–2013

LANGUAGES

English	Full professional proficiency
Polish	Native