

Reagan Mahinay

Senior E-commerce Architect | Shopify,
WooCommerce & WordPress

Bridging the gap between complex backend logic and seamless user experiences with 8+ years of engineering expertise. I specialize in building enterprise-grade WooCommerce solutions and custom-coded Shopify themes from scratch—engineered for speed, scalability, and conversion-first performance.

WORK EXPERIENCE

Senior WordPress & WooCommerce Developer **2020 - 2026**
Vesl Oils | Arvada, Colorado, USA

Lead Developer for the digital storefront, modernizing legacy WooCommerce sites into high-performing, scalable platforms with thousands of orders and minimal downtime.

Extended Shopify & WooCommerce functionality by building custom business logic, API integrations, and mobile-first UI enhancements for production-scale stores.

Developed and maintained custom WordPress plugins, including published repository plugins, focusing on performance optimization and workflow automation.

Focused on bridging the gap between complex backend logic and seamless user experiences, ensuring all builds are optimized for speed and conversion.

WordPress Developer / Technical SEO **2019 - 2020**
Digital Rescue | South Melbourne, AU

Designed, built, and maintained WordPress websites with a strong focus on technical SEO and performance optimization. Prioritized clean site structure, fast load times, and search-engine-friendly implementations.

Improved crawlability and indexing by configuring robots.txt and XML sitemaps, resolving technical SEO issues, and ensuring accessibility and compliance with search engine best practices.

Monitored site health and indexing using Google Search Console, addressing performance and coverage issues to improve page speed, search visibility, and overall user experience.

Web Developer / Team Lead / Quality Assurance **2016 - 2019**
WodSites | Dumaguete, PH

Worked as a Web Developer, Team Lead, and QA, collaborating closely with the team to identify, fix, and prevent software defects while maintaining high code quality standards through regular code reviews.

Led performance optimization efforts, including query optimization, caching strategies, and asset loading improvements, while ensuring cross-browser compatibility and responsive behavior across devices.

Handled quality assurance and release readiness by performing functional and regression testing, mentoring developers, assigning tasks, and ensuring features were delivered on time and to production standards.

Web Developer | [upwork](#) & [fiverr](#).

Provided freelance web development services through Upwork and Fiverr, delivering end-to-end website development from requirements gathering to deployment. Collaborated directly with stakeholders to translate ideas into responsive, functional web solutions, with a focus on clean, maintainable code, performance, and usability. Maintained clear communication, incorporated feedback efficiently, and consistently met project requirements and timelines.



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Core E-commerce Platforms

WooCommerce
(Enterprise Scale)

Website Design

Shopify Custom Theme
Dev (Liquid)

Technical Stack

PHP (Object-Oriented)

JavaScript & jQuery

HTML5 & CSS (Tailwind)

Petite VueJS

Specialized Engineering

Custom WordPress Plugin
Development

Custom WordPress Theme
Development

REST API & Third-Party
Integrations

Technical SEO &
Performance