KEVIN METZDORF

Senior Shopify Full-Stack Developer

Theme Engineering · Custom Apps & Functions · API & ERP Integration

Location: Prague · Remote across DACH & EU
Availability: Remote & on-site by arrangement
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Since 2019
Freelance in Shopify Ecosystem

50+ Projects
Boutique Brands to Enterprise

4 Own Apps
Shopify App Store & SaaS

DE & EN
Direct Dev-to-Stakeholder

01 PROFILE

Hi, I'm Kevin. I turn ideas from founders, e-commerce leads, and marketing teams straight into clean, maintainable Shopify code — without agency middleman overhead. Freelancing in the Shopify and Shopify Plus ecosystem since 2019, I build fast theme architectures, custom apps, Shopify Functions, and reliable ERP/middleware integrations. Across 50+ delivered projects — including Mast-Jägermeister SE, Dekoback, and Platinum Partner Latori — my core rule has stayed the same: design the data model first, then write the code.

02 TECH STACK & ENGINEERING SKILLS

Shopify & Theme Engineering

Shopify & Shopify Plus · Online Store 2.0 & Horizon · Liquid, TypeScript, JavaScript (ES6+), HTML5, CSS3/SCSS · Figma-to-Shopify · Core Web Vitals & Accessibility (EAA/WCAG)

Custom Apps & Shopify Functions

Node.js & React · Shopify Functions (Payment, Delivery, Discount) · Checkout UI Extensions · GraphQL & REST Admin/Storefront APIs · Webhooks, App Proxy & Shopify CLI

Data Modelling, B2B & Integrations

Metaobjects & Metafields · B2B Catalogues, Price Lists & Configurators · Search & Discovery · ERP Integrations (incl. Xentral) · Custom Middleware & Store Migrations

Engineering Workflow, QA & Tracking

Git/GitHub Workflows, Pull Requests & Code Reviews · CI/CD, Docker, AWS & Selenium Testing · AI-Augmented Engineering (Claude, Copilot) · GA4, GTM, Consent Mode & Klaviyo

03 OWN SHOPIFY APPS (PROOF OF WORK)

Cookstack `[Flagship Product]` — Recipe and content CMS for food brands built on native Shopify Metaobjects with 1-click cart integration (shoppable recipes) and print-ready cookbook export.

KM Payment Rules `[Live on Shopify App Store]` — Rule-based hiding, sorting, and renaming of checkout payment methods powered by Shopify Functions (passed official Shopify review, works on all plans).

KM Distance Shipping `[Listed on Shopify App Store]` — Privacy-first shipping rate calculation based on real driving distance and postal code zones via the Shopify Carrier/Delivery API.

M&N Warranty Label Pro `[Live on Shopify App Store]` — Compliant storefront implementation of mandatory EU warranty notices (EmpCo Directive); co-developed with partner agency Herzog & Nickel.

04 SELECTED PROJECT HISTORY (SHOPIFY & FULL-STACK FOCUS)

Mast-Jägermeister SE — **Senior Shopify Frontend Developer & Co-Architect**

- Migrated an enterprise storefront from headless architecture to native Shopify Plus (Horizon architecture), building on the design concept awarded the Shop Usability Award 2026 ("Best Brand Commerce Strategy").
- Co-designed the frontend architecture with the Lead Developer and migrated all UI components without usability regressions — delivering a relaunch-ready frontend setup within roughly three months.

`Tech: Shopify Plus · Horizon Architecture · Liquid · TypeScript · Enterprise Storefront Migration`

Latori GmbH (Shopify Platinum Partner) — **Senior Shopify Plus Developer**

- Built pixel-perfect enterprise storefront features (PDP, PLP, Cart Drawer, Customer Account) from Figma for brands including micasa, Delica, CoffeeB, ooia, oh april, Bego Dental, Overkill, Herbaria, and hochbeet.com.
- Co-defined scalable product data structures alongside backend engineers; delivered production code via GitHub pull-request workflows, code reviews, and staging deployments.

`Tech: Shopify Plus · Liquid · TypeScript · Figma-to-Shopify · GitHub Workflows & Code Reviews`

Dekoback GmbH (Multi-Store Setup across 6 Brand Shops) — **Lead Shopify Full-Stack Developer (Retainer)**

- Ongoing full-stack evolution across 6 group brand stores (incl. Decocino, Amiras Zauber, Einfach-Lecker, glytter.eu, nolatea) for over 1.5 years, working directly with executive leadership and marketing.
- Engineered a bespoke Shopify theme for the "Einfach Backen" shop (Hubert Burda Media context) including payment, shipping, performance, and tracking integrations (GA4, GTM, Klaviyo).

`Tech: Shopify · Multi-Store Architecture · Custom Themes · Liquid / JS · GA4 / GTM / Klaviyo`

Mister Piano (via Rocketcommerce.io) — **Shopify Full-Stack & Middleware Developer**

- Shopify relaunch including architecture and development of custom middleware connecting the Vivenu ticketing platform with Shopify (bidirectional data flow, API logic, automated error handling).
- Unified event ticket purchasing and physical e-commerce products into one seamless storefront checkout journey.

`Tech: Shopify · Custom Middleware · Node.js / API Integration · Vivenu · Theme Development`

FeDu Werkstatttechnik — **Senior Shopify Developer (Horizon & B2B)**

- End-to-end store relaunch built on the Shopify Horizon theme through to go-live, implementing a custom brand look-and-feel via modular Liquid and CSS extensions.
- Architected structured product metafields, Search & Discovery rules, dedicated B2B catalogues, and technical filter logic.

`Tech: Shopify Horizon · Liquid · CSS · Metafields · Search & Discovery · B2B Catalogues`

Rocketcommerce.io — **Senior Shopify Developer — Custom Solutions**

- Engineered interactive product configurators and guided-selling flows featuring real-time dynamic pricing, option dependencies, and variant logic directly in the storefront.
- Delivered solutions for MyVoltaics, Perücken-Welt, Zauntastisch, Retouromat, and Elementum Kitchen.

`Tech: JavaScript / TypeScript · Custom Apps & Storefront Logic · Dynamic Pricing & Variants`

Lüttje Lage (with Partner Agency Herzog & Nickel) — **Shopify Data Architecture & Migration Developer**

- Executed technical store migration from ePages to Shopify (~170 products) including SEO redirect protection and evaluation of checkout age-verification and discount logic.
- Modelled maintainable Metaobjects and Metafields for food sets, bundles, and EU FIC-compliant allergen and nutrition data.

`Tech: Shopify · Metaobjects & Metafields · Data Migration · Bundle Architecture · SEO Redirects`

05 ADDITIONAL INTEGRATION & ENGINEERING PROJECTS

Client / Project	Role	Technical Delivery & Stack
Golf24.com	ERP Integration Developer	Connected Xentral ERP to Shopify (master data, variants, inventory, fulfilment) & built structured product/metafield import pipelines.
hsn – Die Agentur	Shopify Frontend Developer	Ongoing Figma-to-Shopify theme engineering, debugging, conversion & accessibility optimisation (Power System, Winat Fashion, Bodenglück).
Rimoco (Coberi GmbH)	Tracking & E-Com Engineer	End-to-end tracking setup (GA4, GTM, Ads Conversion, Klaviyo flows, Consent Mode, Looker Studio) & Shopware 5 to Shopify migration blueprint.
travel tiger GmbH & Co. KG	Shopify Developer & QA	Core Web Vitals and Lighthouse performance optimisation, theme stabilisation, and automated end-to-end browser testing via Selenium.
Public Sector IT Provider	JavaScript Developer	Feature development inside a security-critical enterprise platform with strict CI/CD quality gates (JavaScript, Jenkins, Docker, SonarQube, Jira).

06 PERMANENT ROLES PRIOR TO 2019 (ENTERPRISE IT FOUNDATION)

CGI Germany · *IT Consultant & Lead Mobile Testing* — Technical delivery for corporate and mid-market B2B fibre/broadband rollouts (incl. DATEV, Mainzer Volksbank, Blume2000, KfH) and lead of the Mobile Testing unit.

TecRepair (MediaMarktSaturn Group) · *Service Technician, later Junior Training Specialist* — Hardware diagnostics and technical knowledge transfer.

IBM · Computacenter · Kabel Deutschland · *Service Desk Analyst* — Structured incident analysis and ITIL service processes in enterprise IT environments.

07 EDUCATION, CERTIFICATIONS & LANGUAGES

Full-Stack Web Development Bootcamp — neue fische GmbH (2023–2024) · Java, Spring Boot, React, MongoDB, Docker, AWS, Git

ITIL Foundation Certification — CertNow (2024) · IT Service Management (Incident, Problem, Change & Release Management)

State-Certified Technical Assistant for Computer Science & Entrance Qualification — BBZ Schmalkalden (2011–2013)

Languages: German (Native) · English (Business Fluent, spoken & written)

08 CLIENT TESTIMONIALS & SELECTED BRANDS

> *"Kevin is a true professional in the Shopify ecosystem. Working together was extremely straightforward, professional and always on schedule."* — **Jan Laußmann, Managing Director, Latori GmbH (Shopify Platinum Partner)**
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> *"For more than 1.5 years our reliable point of contact for what are now 6 Shopify shops. Efficient, transparent, solution-oriented – a clear recommendation!"* — **Ralf Pressler, Director Marketing & Digital, Dekoback GmbH**
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> *"He stands out not only for his professionalism and efficient communication but also impresses with his deep technical Shopify expertise."* — **Florian Herzog, Senior E-Commerce Manager, Natsana GmbH (Bayer Group)**

Selected Brands & Clients: Mast-Jägermeister SE · Latori · Dekoback · Bayer AG / Natsana · micasa · Delica · CoffeeB · Bego Dental · ooia · oh april · Overkill · Herbaria · Golf24.com · FeDu Werkstatttechnik · Mister Piano · Lüttje Lage · TeamDress · de Berkel · Rimoco · Einfach Backen · Decocino · MyVoltaics · Elementum Kitchen · Zauntastisch · Power System · Jordan Olivenöl · Rocketcommerce.io · hsn – Die Agentur · travel tiger