

Matthew James Rodriguez

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Developer and problem-solver passionate about building **high-performing, conversion-optimized eCommerce platforms**. From Shopify Plus to fully custom builds, I design and optimize solutions that help brands grow smarter, faster, and more profitably.

EXPERIENCE

Senior Web Developer - Cheef Holdings

May 2021 - Present Los Angeles, CA

- Specialized in **Shopify Plus, Liquid, and custom-coded solutions**, delivering features that drive revenue growth, enhance user experience, and streamline business operations.
- Implemented modern web design principles to create visually appealing and responsive websites that cater to the target audience's needs to boost CVR.
- Achieved +32% in subscribers through highly customized subscription app-flows and churn reduction tools for Holistapet.
- Achieved +44% in subscribers through highly customized subscription app-flows and churn reduction tools for Cheef Botanicals.
- Developed efficient and robust solutions based on comprehensive data analysis, leveraging insights to optimize site performance and user engagement.
- Collaborated closely with marketing, design, and SEO teams to align web development projects with business objectives.

Web Developer - Upwork

June 2018 - Present Los Angeles, CA

- Worked independently and collaboratively in a team environment to create full-stack pixel perfect, interactive, and responsive applications.
- Designed, structured, managed, and coded websites.
- Commonly built full DTC websites for clients who use CMS platforms such as Wordpress and Shopify.
- Built Huggingface API integrations and custom LLM infrastructures to achieve personalized AI experiences.
- Passionate algorithmic trader using Python, PyTorch, scikit-learn, and AI for machine learning on custom datasets.

Technical Assistant - Sprouts Farmers Market

March 2017 - January 2020 Los Angeles, CA

- Provided technical expertise configuring Instacart's app using CSS, JS, and HTML.
- Created an organized monthly report full of analytics for our store to improve in certain areas for stakeholders

EDUCATION

College of the Sequoias, Visalia, Ca

July 2016 - December 2018

Tutored by Christopher D. Cyberninjaz Developer, Los Angeles, Ca

May 2017 - August 2017

Hack Reactor, Los Angeles, Ca

January 2019 - May 2019: Studied React & Javascript specifically

SKILLS

- Javascript, JQuery, React
- React, Typescript, Node.js
- Shopify Plus Development
- Liquid Code
- Python, xgboost, scikit-learn
- Experience refactoring code from others in a work environment
- Github/Git
- CSS Expert, CRO Expert
- Metaobjects/Metastructures
- Excellent communication skills
- Ruby on Rails/Spree
- Database programs
- Google Ads
- Klaviyo
- Wordpress/Woocommerce
- Huggingface - LLM models creation and configurations
- Leadership & interpersonal skills

PORTFOLIO

<https://matthem.dev>

AWARDS

Honor's Scholarship - College of the Sequoias

<https://coursera.org/share/7263666fd2e107e2b3281e75e12f83e8> (Google Python Course A+)

REFERENCES

Michael Dowd - SpaceX
Software Engineer
(562) 477-5497

Dareh Zadoorian - Cheef Holdings
CEO
(702) 741-7311

