

Samuel Morgan

Site: <https://smorgan.dev>

GitHub: <https://github.com/morgan-sam>

Email: hello@smorgan.dev

LinkedIn: <https://linkedin.com/in/morgan-sam>

Experience:

GOAT Foods — Lead Developer

May 2024 - Present

- Managed team of 3 developers working on the development of **8 separate brands** storefronts representing **\$3M ARR**
- Custom built order protection checkout app to replace a 3rd party app, saving **1.5% total revenue** across all brands
- Built tiered gamified store experience for the Black Friday Cyber Monday sale resulting in a total **increase of 23% in AOV**
- Created bundle logic for “Create Your Gift” experience and mentored a junior in building the frontend, resulting in an **average order value increase of 19%** in all gift related orders
- Mentored juniors developers in transition from Liquid/JS to React/TypeScript, allowing them to building complex Shopify app functionality and **accelerating team capabilities**
- Pioneered automated testing by implementing Jest testing framework, transitioning from a zero coverage site to a site with **80% test coverage** vastly reducing bug rate
- Architected centralized styling system to using TailwindCSS to **standardize the 75% of repeating styles** across all 8 brands, while using style overrides for unique brand specific components
- Implemented an interactive design to the store product cards resulting in **5% increase to CVR** and **8% increase to RPV**

Lumber — Full Stack Engineer

August 2023 - January 2024

- Worked with a team of 2 developers and 1 designer as a part of **full stack Shopify** projects for various clients, representing **\$750,000 ARR**
- Developed internal **Shopify** app Atelier, a **NextJS** app integrated via **Shopify GraphQL API** designed to let merchants create exclusive separate domain Shopify stores for sample sales and other exclusive drops. While not yet publicly available, there is a **waitlist of 2000 users**
- Created UIs both with self direction and via **designer provided Figma designs** leading to **pixel perfect** renders, using **Tailwind CSS** and **React Context** for state management
- Integrated the **Stamped Product Reviews** app via the REST API (with custom style overrides to match the design specification) into a client’s headless Shopify store resulting in a **18% increase in PDP conversions**
- Implemented **pagination based queries** for large volume inventories to avoid rate limits, **reducing average query response time from 700ms to 250ms**
- Created bespoke solutions to **address limitations within the Shopify backend** such as the inability to retrieve drafted products in the default Shopify API. This **improved management workflow** by allowing multiple stores to operate from a **single source of truth**
- Extended native Shopify functionality for a client’s nutritional blend product in their headless store by **integrating add-on booster options**, resulting in an average **\$3.12 extra spent per order**
- Operated tight testing coverage of codebase to **achieve a 99.995% uptime rate** while minimizing possible bugs and technical debt as well as ensuring consistent typing across the entire app
- Implemented **marketing tracking** for a customer survey on store, allowing our client to collect comprehensive analytics on potential customers. This resulted in an **improvement in the marketing response rate from 4.5% to 7%**

Trena Digital — Shopify Developer

September 2022 - August 2023

- **Led the design/development of Shopify storefronts** various recurring clients, significantly improving customer experience and which led to an **increase in conversion rates by as much as 30%**, tracked through **Google Analytics** and **Optimizely**
- Worked with our team's in-house marketers to **implement SEO strategies** and utilize analytical tools (such as **Google Analytics & Optimizely**), achieving an up to **47% increase as in search engine traffic** for our clients' stores
- Created custom Shopify solution that **facilitated an arbitrary number of customizable options** on products, allowing customers with high customization needs to use Shopify as a digital storefront, leading to an **increase in sales volume for affected SKUs by 17%**. Solution to initialize options in Shopify written with **Python**, which would modify shopify metafields, which could then be consumed by the frontend
- **Reduced bounce rates 15%** by introducing **responsive design** to ensure websites looked identical and performed flawlessly across **different devices** and **all major web browsers**
- Developed tailor made Shopify themes and features utilizing **Liquid/HTML5/CSS3/JavaScript/Typescript**, customizing each shop to fit the unique brand and operational demands of our clients
- Oversaw the integration of APIs for various external services, such as inventory control platforms such as **Jasper PIM** and email marketing software such as **Klaviyo**, automating processes that would **ensure consistency of inventory, ads, and related copy** across multiple services
- Offered clients post-deployment assistance on how to manage their Shopify platforms effectively, allowing them to be more autonomous over their store management and less reliant on developers

BlockFi — Frontend Engineer

January 2021 - September 2022

- Responsible for building the frontend web application for BlockFi's **flagship credit card product**, allowing more than **60,000+ globally active cardholders** to manage their credit card, such as making payments, collecting/tracking rewards, etc.
- Used **ReactJS** as UI framework, with **webpack** and **babel** for build/package, **Typescript** for developer productivity, **ESLint** for linting, and **Redux** for state management
- Created **pixel perfect UIs** as a function of frequently changing **Figma designs**, and **collaborating with designers** on feedback and revisions when necessary
- Contributed as part of a remote team **4 other developers**, following **Agile** methodologies, using **Jira** for ticket and planning management, **2 week sprints**, **daily standup**
- Participated in a **rotating call schedule**, during which there was an **outage preventing payments** for balances from being made, to which I responded, **delegated tasks** to pertinent teams, and **communicated to key stakeholders**
- Adhered to **PII protection** protocols as dictated by **PCI compliance** rules
- Coordinated with backend backend teams to establish **standardized APIs** for communication between frontend and backend, while ensuring **type safety** and **CI enforcement of the contract**
- Created **unit and integration tests** using **React Testing Library** and ensured **non-decreasing levels of code coverage** in order to merge changes
- Assisted in the migration of API calls using the library **typesafe-actions** to a custom hook that significantly **reduced boilerplate code and duplicate calls**

Open Source Developer

- Contributed to **Serverless, Gatsby, Material UI & Electron**:
- **Serverless**: Removed a deprecated flag from the core application. Removed all tests that referred solely to the obsolete feature and modified other tests to refer to the new flag.
- **Gatsby**: Converted inline SVGs to SVG files. Modified the SVG format to accept the theming props passed to it and modified the parent component to use Gatsby's inline styling syntax.
- **Material UI**: Documented a bug where not passing helper text to a TextField would misalign it. Included a code example to demonstrate the bug as well as a workaround solution.
- **Electron**: Documented a side effect where zooming in on one window would cause any other window's zoom level to change. A short explanation paragraph was added to all parts of the documentation that refer to the setZoomLevel API.

Education: Upper Second Class Honors, Audio & Music Technology, Anglia Ruskin University, 2016

Skills: React.js, TypeScript, Next.js, Vue.js, HTML5, CSS3, JavaScript (ES6+), Responsive Design, Tailwind, Webpack, Git, Browser Developer Tools, UI/UX Design Principles, Cross-browser Compatibility, Performance Optimization, Debugging, Node.js, Python, Flask, Express.js, RESTful API Design and Development, MySQL, PostgreSQL, MongoDB, Prisma, OAuth, AWS Cloud Hosting, Heroku, Docker, Agile/Scrum methodologies, Continuous Integration/Continuous Deployment, SEO, GraphQL, WebSockets, Progressive Web Apps