

Aderinto Peter Oluwaseun

Website Developer | Shopify Expert | E-commerce Specialist

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PROFESSIONAL SUMMARY

Website Developer and Shopify Expert with 3+ years of experience designing, redesigning, and optimizing high-converting retail and e-commerce websites. Proven ability to improve website performance, mobile responsiveness, and conversion rates through modern UI/UX design, CRO strategies, and speed optimization. Experienced in collaborating with clients to implement feedback, fix design or functionality issues, and deliver conversion-focused websites across Shopify, WordPress, and Webflow.

PROFESSIONAL EXPERIENCE

Website Developer – Sitely Agency (Sweden) | Oct 2025 – Present

- Developed and redesigned client websites ensuring brand consistency across all pages.
- Built fully responsive, fast-loading websites optimized for desktop, tablet, and mobile.
- Fixed website layout, design, and functionality issues.
- Collaborated with designers and clients to implement feedback and revisions.

E-commerce Developer & Strategist – Not Ashamed (USA) | 2024

- Designed and developed a Shopify e-commerce website for product launch.
- Implemented pre-sale and pre-order strategies to increase conversions.
- Optimized website visuals for retail appeal and user experience.

E-commerce Manager – Pieces x Passion (USA) | 2022 – 2024

- Reduced website load time by 45% through performance optimization.
- Improved checkout completion rate by 27% through Shopify redesign and UI improvements.
- Enhanced product pages for conversion-focused design.

Website Developer & SEO Specialist – Imanigifts (UK) | 2025

- Designed and developed an e-commerce website selling physical and digital products.
- Implemented SEO best practices and responsive layouts.

E-commerce Consultant – Fiverr & Upwork | 2022 – Present

- Built and optimized 150+ e-commerce websites.
- Worked with 100+ clients improving conversion rates and usability.
- Fixed bugs, layout issues, and performance problems.

KEY ACHIEVEMENTS

- Improved conversion rates by up to 27%.
- Increased sales by up to 65% for e-commerce brands.
- Delivered projects across fashion, beauty, fitness, tech, and lifestyle niches.

TECHNICAL SKILLS

Shopify, WordPress, Webflow, HTML, CSS, JavaScript, Liquid, Responsive Web Design, Conversion Rate Optimization, Page Speed Optimization, SEO, Klaviyo, Google Analytics, Figma, Framer, Bubble.io

EDUCATION

B.Sc. Sociology – University of Ibadan (2021 – 2025)

Focus on consumer behavior, user psychology, and audience analysis.

CERTIFICATIONS

- Shopify Partner (Official Program Member)
- Meta Certified Digital Marketing Associate
- Framer Web Designer – School of Framer (2025)
- Facebook Marketing with Meta – Coursera