MUHAMMAD KAMIL

Shopify and E-commerce Specialist · Full-Stack Engineer · AI Automation

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PROFILE

E-commerce engineer with 13 years in technology, 6 of them specialising in Shopify. Built, launched and maintained 50+ Shopify and Shopify Plus stores for DTC brands across the US, UK and Pakistan, including platform migrations, multi-vendor marketplaces, custom theme development and Admin API tooling. Comfortable owning a system end to end: architecture, implementation, deployment and the operational load afterwards. Also run my own DTC store, which means I think in revenue, margin and repeat rate rather than tickets.

TECHNICAL SKILLS

Shopify Liquid theme development, Online Store 2.0 sections and blocks, Admin API (REST and GraphQL), Storefront API, metafields, theme app extensions, app integration, platform migration, Shopify Markets, bulk operations at 5,000+ variant scale

Languages Python, PHP, JavaScript, TypeScript, SQL, Liquid, HTML and CSS

Backend FastAPI, REST and GraphQL API design and integration, PostgreSQL, MySQL, Supabase, webhooks and idempotency, background jobs, authentication and TOTP two-factor

Frontend Next.js, React, React Native and Expo, Three.js, responsive and mobile-first development, Core Web Vitals and performance optimisation

Growth and analytics Meta and Google Ads, Klaviyo, GA4 and Meta Pixel with server-side Conversions API, Google Merchant Center and product feeds, technical SEO, structured data, conversion rate optimisation and A/B testing

AI and automation LLM application development (Claude, GPT, Gemini, Ollama), RAG pipelines, prompt engineering, OCR and document extraction, n8n and Make, Playwright scraping, AI-assisted development with Claude Code and Cursor

Practices Systems architecture, data modelling, Git, code review, mentoring, security and customer data privacy

PROFESSIONAL EXPERIENCE

Shopify Consultant and Operations Manager | LocalVerse, London, United Kingdom (remote) | Aug 2023 to Aug 2026

UK digital transformation platform and agency serving 50+ SMEs. Engaged first as Lead Shopify Developer, then retained as consultant and operations manager.

- Built and launched the localverse.io marketplace, then moved into an ongoing role covering platform operations, technical delivery and client work.
- Co-developed LocalVerse Lens, an AI-assisted product digitisation tool that turns a single photograph into a complete listing with edited imagery, generated titles and copy, and cross-platform marketplace sync.
- Built AI automation tooling, n8n workflows, lead generation bots and client management systems supporting an average 6x return on ad spend and 260 percent revenue growth for client brands.
- Delivered the technical side of the agency offering: e-commerce builds, storefront development, marketplace exports and integrations, and performance work.

Shopify Lead and Data Management | RayJoy Tech, Houston, USA (remote) | Mar 2024 to Aug 2026

- Built and maintained a US multi-vendor marketplace, including a full platform migration from Wix and Square covering data mapping, URL and SEO preservation, and a theme rebuild.
- Engineered per-vendor order routing and automated payout splitting with commission and delivery fees deducted, after scoping and then rejecting a POS integration that did not fit the client's margins.
- Ran data tagging, analysis and cross-department data management programmes.

Chief Technology Officer | Ostruce, Lahore | Jan 2023 to Jun 2025

Sustainable wellness brand serving more than 100,000 customers.

- Owned the full technology function: e-commerce platform, mobile applications, analytics, security and customer data privacy.
- Led the internal IT team and managed external vendor relationships, including hiring and technical review.
- Automated accounts department workflows, removing manual reconciliation and reporting steps.
- Tripled sales over the engagement through platform, performance and conversion work.

Founder and Lead Engineer | ThirdDimension (formerly Bellwether Digital Media), Lahore | 2016 to Present

Digital engineering studio serving 50+ brands, plus ThirdDimension PK, a direct-to-consumer manufacturing business. Sole engineer on all systems below.

- Deliver Shopify builds, migrations, custom theme development and performance work for DTC clients across fashion, beauty, healthcare, food and consumer goods.
- Built ThirdDimension PK end to end: parametric product design in CadQuery, an automated slicing and unit-cost engine, the Shopify storefront, and courier API integration.
- Designed and operate the studio delivery stack: a double-entry accounting and financial reporting platform, an order and production queue system, automated SEO and content pipelines, and data acquisition tooling.

- Rebuilt paid acquisition on a data-driven model, taking the top campaign to 7.4x return on ad spend.
- Launching Launchpad, a white-label 3D printing dropshipping service for other retailers.

Chief Technology Officer | Kaprang, Lahore | Nov 2021 to Dec 2022

Social enterprise platform for women running fashion ventures, plus entrepreneurs, boutiques and retailers.

- Built the Shopify platform, logistics integration, quality assurance process and data protection controls for a multi-brand apparel marketplace.
- Generated PKR 3M+ in direct online sales from a PKR 0.7M marketing budget in six months, with further revenue through offline channels.

IT and Operations Manager | Strongman Securities (Pvt) Ltd., Lahore | 2010 to 2017

Pakistan Stock Exchange brokerage.

- Ran IT infrastructure and client services for a regulated financial services firm, with regulatory reporting to SECP, PSX and NCCPL. Seven years in a compliance-driven environment.

Earlier | Vizyon Interiors (Head of Tech, 2021) · Karvan Kamil (CEO, import and export, 2014 to 2021)

SELECTED E-COMMERCE WORK

- **Shopify operations platform (open source).** FastAPI and Supabase service running 22 bulk operations across 570 products and 5,000+ variants via the Admin API, with TOTP two-factor auth. Snapshots state before every write with a rollback endpoint. Audits catalogue health daily, models unit economics, and reconciles cash-on-delivery orders against courier data. Published on GitHub.
- **Multi-vendor marketplace, US.** Marketplace with delivery by boat across a lake. Migrated off Wix, built per-vendor order routing with automated notifications and vendor dashboards, handled restaurant modifiers across variants and line item properties, and automated payment splitting per vendor via Stripe.
- **Tag-driven theme architecture.** Replaced a template-per-category approach with conditional snippets keyed off product tags, so category CSS and JS load only when matched. A new category costs a tag, not a template file.
- **Double-entry accounting platform.** Ledger, profit and loss, cash flow, balance sheet, tax summaries, inventory and bank tracking, with a production queue bridge synchronised to Shopify orders.

SELECTED ENGINEERING PROJECTS

- **MediFlow, medical billing automation.** Multi-tenant claims platform with AI and OCR extraction of patient details, CPT and ICD-10 coding, duplicate detection, full claim lifecycle and an audit timeline.
- **Livestock management ERP.** PHP and MySQL farm system covering animal records, health, breeding and financials, with an LLM assistant answering natural-language questions against farm data.
- **Automated video production pipeline.** Generates, narrates, edits and publishes video end to end using a locally hosted LLM via Ollama, text to speech and the YouTube Data API.
- **muhammadkamil.com.** Portfolio built with WebGL and GSAP documenting 14 production systems, plus a browser arcade of card and board games written from scratch with real-time multiplayer and AI opponents.

SELECTED CLIENT STORES (full case files at muhammadkamil.com/portfolio)

- **Ostruce** ostruce.com — Sustainable wellness brand, 100,000+ customers. Tripled sales.
- **Nilofer Shahid Official** nilofershahidofficial.com — International couture. 6x return on ad spend.
- **Eraya Official** erayaofficial.com — 6x return on ad spend.
- **Kaida Official** kaidaofficial.com — 3x return on ad spend.
- **Nutris Life** nutrislife.com — Tripled sales.
- **Love Your Skin** loveyourskin.pk — Skincare brand, ongoing growth.
- **Splash & Dash** splashanddashlakegaston.com — Multi-vendor marketplace, Lake Gaston, USA.
- **Ahsan Hussain Couture** ahsanhussaincouture.com — Luxury couture. Built the store and migrated off WordPress. Five year client, ongoing marketing consultancy.
- **Swyft Accessories** — 1,000+ products, PKR millions in revenue. Brand now closed.
- **Rukhez Beauty** rukhezbeauty.com — Premium cosmetics brand.
- **Joona** joona.pk — Launch and scale.
- **Shop Our Terms** — Fashion retail. Website design and build.
- **Mustafa Dento Health** — Dental practice platform.

EDUCATION AND LANGUAGES

Master's in Computer Sciences | Pak-AIMS (Institute of Management Sciences), Lahore | 2014 to 2017

Bachelor of Arts | Punjab University, Lahore | 2014

Languages | English (professional working proficiency), Urdu (native), Punjabi (native)