

ERAN BENDHEIM

Front-end Engineer | Web UI UX | Web design & dev.

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Highly experienced Front-end Engineer with over 20 years in major online retailers and high-fashion stores, specializing in **multi-country and scalable web architectures** with a core focus on **Shopify Plus architecture** and implementation.

Proven expert in the **Shopify Liquid template language** and API usage (Admin, Storefront, REST, and GraphQL working knowledge), delivering innovative, fast, and customized online retail solutions. User-focused UI/UX tools designed to drive sales performance, achieve business goals, and consistently exceed expectations.

Combining a strong visual sensibility from a background in photography and graphic design with well-engineered functionality, I ensure brand consistency and operational excellence, leveraging expertise in Figma component libraries and design tokens.

EXPERIENCE

Club Monaco (Regent LLC) — *Shopify Plus Liquid Templates, POS Engineer*

June 2023 - October 2025

Led the end-to-end development of Shopify Plus projects, from ideation and requirements gathering through implementation and deployment, demonstrating deep expertise in platform configuration.

Expertly developed and maintained Shopify code using Liquid for major retailers in the luxury and intimates markets, enabling efficient storefront and Point of Sale (POS) management.

Specialized in Shopify App development and advanced use of webhooks to extend platform capabilities for client analytics, marketing, and customer service tools (Nosto, Klaviyo, Datadog).

Built and managed custom third-party integrations with platforms (Klaviyo, BazaarVoice, 99 Minds, Nosto, Gladly), simulating experience required for integrating with **ERPs, WMS, and OMS systems**.

Contributed to and documented a scalable, international Shopify architecture that supports multiple brands under a unified codebase, enhancing global market reach. Focused on localization-ready architecture and multi-language support.

Implemented peer **code reviews** and established a high-quality Dev/QA/Delivery pipeline, providing technical feedback to engineers and ensuring adherence to best practices.

Aviability

Workplaces

On-site · Hybrid · Remote

Job locations (**On-site**):

Manhattan, New York

Job locations (**Remote**):

worldwide

Start date: **Immediately**

Job types: **Full-time / Contract**

I am an American citizen

Work links:

Recent luxury stores work:

<https://www.bally.com/>

<https://www.clubmonaco.com>

<https://www.intermixonline.com>

Recent store work:

<https://www.dim.com/>

<https://www.lasenza.com/>

<https://www.playtex.co.uk/>

<https://www.abanderado.es/>

<https://www.diamondback.com/>

CMS - Shopify Plus (Liquid),

Salesforce, AEM

3rd party technologies:

Nosto, Klaviyo, Datadog.

Programing

JavaScript, Liquid, NPM, Gulp, Webpack, Flux, Node, Grunt, ES6,

TypeScript, React, Flickity,

jQuery.

JSON, XML.

HTML, CSS, SASS.

AI

GPT, Claude Code, Gemini, and others. Using Codex or Cursor.

Development tools

Visual Studio Code, Terminal.

Git repository, GitHub, YEML.

Jira. Slack, Monday, Microsoft

Teams/email

Design tools

Implemented **CRO experiments** and focused on **performance optimization, accessibility, and cross-device compatibility** to ensure solid performance improvement.

Adobe Cloud, Photoshop, Illustrator, Premiere, AE, Adobe Scene7, XD, Figma.

Tech stack expertise includes: **Liquid**, JavaScript, **Git**, YAML, CSS/Sass, NPM, Yarn, Gulp, **Shopify APIs** (Admin/Storefront, REST/GraphQL), and general front-end web development.

Contract / Freelancer— React developer

January 2023 - May 2023

React developer / Webflow Specialist

Building mini-sites in React for various photographers and artists. **Proven ability to build narrative-driven sites in Webflow and extend functionality with custom code (React/TypeScript).**

Freelancing/contract work on modifying React components with MUI, TailwindCSS, and custom Sass development. **Implemented localization, language selectors, and region-based content in projects.**

Hudson Bay Company—Senior web developer

May 2015 - December 2022

Consulting, building, and maintaining front-end editorial and content pages. **Ensured pages were responsive and multi-country ready, adhering to SEO best practices.**

Boilerplate for other developers to build editorials.

Establish an interview process for future developers, including a test to evaluate their programming skills. **Documented and trained teammates on multi-country workflows and internationalization standards.**

Responsive design and build for desktop, mobile, tablets, and apps.

Managed development between peers and producers.

Technologies include Headless CMS, HTML5, Sass, NPM, Yarn, Gulp, Webpack, JavaScript/ES6, Git, Adobe Creative Suite (Photoshop, XD, Illustrator, Figma), and Assets prepped for Adobe Scene7.

Senior front-end developer, Saks 5th Avenue 2020-2021

Managing all Saks 5th Avenue front-end content from build to updates. Moved all content from Websphere to Salesforce.

Responsive design and build for desktop, mobile, and tablets/Apps. **Implemented localization features, including country-specific content and URL structures for SEO.**

Technologies include HTML5, SASS, CSS Animations, ScrollMagic, and Slick.

Carousel, Video Streaming with Brightcove, AEM CMS, Websphere CMS, jQuery, animation.gsap.js, Adobe Creative Suite, and JSON objects.

Senior front-end developer, Saks 5th Avenue 2018-2020

Consulting, building, and launching code/assets for editorial content from creative design.

Technologies include AEM CMS, WebSphere CMS, WebSphere, HTML5, SASS, JS/ES6, JSON, and React / Angular development. **Focused on performance optimization, accessibility standards, and SEO readiness.**

Web developer template development HBC (Saks 5th Avenue, Lord and Taylor, and Saks Off 5th) 2017-2015

Building templates/components.

Agile and Scrum work in a three-week process for code delivery.

Technologies include AEM, React/ReactJS, Sass, HTML, JavaScript, Git Branches, Docker for testing environments, and JIRA.

Macy's—Senior Web Developer

2011 - 2015

Transitioned from a Flash developer in ActionScript to a JS web animator/developer.

Technologies include: AEM, React/ReactJS, Sass, HTML, JavaScript, ScrollMagic.js, GSAP.js, jQuery, JSON/XML, and Jira.

Illustrator, Premiere, AE. Adobe Scene7, XD. Figma.

EDUCATION

Bezalel Academy for Art & Design, Jerusalem, Israel — BFA

1990 -1994

BFA, Photography/Design

School of Visual Arts, New York, NY — Continuing education

2008, 2010, and 2011

Advanced Web Development. Maya 3D.

Shopify Academy — Online courses

2024

Liquid Storefronts for Theme Developers

Development Fundamentals

building-backend-logic-for-shopify-checkout