Manoel Valladão

Senior Shopify Web Developer

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Experience

BairesDev

Shopify Web Developer | Native Cos *Sep 2025 – Jan 2026*

Contributed to the Shopify storefront for Native Cos under the P&G Beauty DTC ecosystem, delivering continuous feature work and production fixes across PDP, cart, and merchandising experiences.

- Joined the project at the new e-commerce build phase and contributed through go-live and post-launch iterations.
- Contributed to 70+ pull requests in a ~5-month delivery cycle.
- Built a scroll-animation-driven section for landing experiences, improving storytelling and visual engagement.
- Built and refined conversion-focused storefront features such as sticky add-to-cart, variant listing, image grid modules, and scent carousel/selector flows.
- Improved cart and subscription journeys (including bundle and Recharge-related flows).
- Delivered repeated mobile and cross-browser fixes (including Safari/iOS) and iterative accessibility improvements.

Shopify Web Developer | Decathlon USA *Jun 2021 – Jul 2025*

Dedicatedly working for the world's largest sporting goods retailer (Decathlon), focusing on its US operations. As the primary web developer for Shopify e-commerce operations, responsibilities spanned both the legacy Shopify Liquid Theme and the development of new storefronts using Shopify Online Store 2.0 and Hydrogen. My key contributions include:

- Implement new sites for Decathlon and Van Rysel Cycling.
- Deployed multiple site redesigns, features, and sections.
- Led performance optimization initiatives.
- Drove accessibility compliance through repeated audit and implementation cycles.

- Migrated the analytics stack to Google Analytics 4.
- Initiated the Hydrogen storefront development.

Performance Optimization Project – Phase I (Oct 2021 – Jul 2022)

1. Deferred offscreen images with lazy loading.
2. Converted images to WebP and set responsive sizes.
3. Removed CLS issues and minimized layout shifts.
4. Deferred CSS and JavaScript with critical inline styles.
5. Prioritized font loading and reduced render-blocking assets.
6. Established metrics tracking using Lighthouse and Chrome UX Report.

Accessibility Implementation Cycles (2022–2023)

1. Addressed ARIA attributes, contrast, focus states, and tab index logic.
2. Fixed accessibility in carousels, menus, and PDP content.
3. Applied recommendations from automated and manual audits.
4. Embedded A11y as part of PR review workflow and guidelines.
5. Coordinated improvements across designers and international dev teams.

Product Q&A Section (Dec 2022 – Jan 2023)

Developed a Q&A feature for product pages using metafields and native Shopify components, with accessibility in mind. Integrated a Shopify Proxy App and Google Cloud Function to handle question submissions securely.

Google Analytics 4 Migration (May 2023 – Jul 2023)

1. Implemented full GA4 integration with e-commerce events.
2. Refactored legacy tracking scripts and removed deprecated tags.
3. Validated events using GA4 DebugView and Tag Assistant.

Performance Optimization Project – Phase II (Apr 2023 – Oct 2023)

1. Improved liquid code based on Shopify Theme Check integration
2. Refactored homepage, PDP, and navigation templates for LCP and CLS.
3. Deferred third-party scripts.
4. Improved preload logic and image prioritization.

Van Rysel Storefront Development (Dec 2024 - May 2025)

1. Adapted core theme architecture to brand-specific requirements.
2. Customized PDP, navigation, and geometry/size components.
3. Implemented new metafield-driven content structure.

Hydrogen Storefront Setup (Jan 2023 – Mar 2023)

Initiated the Hydrogen v2 storefront project by structuring the codebase with Tailwind CSS, Headless UI, and Decathlon’s Vitamin Design System. I configured the deployment pipeline using Oxygen CLI and implemented initial design system integration. Although the project was frozen due to strategic changes, a few storefront sections were developed and validated before the freeze.

Additional contributions

1. Implemented delivery customization using Shopify Functions, tailored for Shopify Plus checkout.
2. Applied Decathlon’s new visual identity system (VIS) to the e-commerce platform in preparation for the Paris Olympic Games (Jan–Mar 2024).
3. Acted as a mentor in additional BairesDev projects such as Pendulum Life, AKQA, Cierant, Red Ventures

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TerraCotta Arte Sacra

Full Stack Web Developer *Oct 2009 – Jun 2021*

- Led development of the e-commerce store using Shopify Liquid, HTML, CSS, and JavaScript.
- Created an in-house ERP integrated with Shopify via API and webhooks.
- Maintained multiple theme versions and implemented performance and SEO improvements.
- Technologies: PHP (CodeIgniter), Node.js, AngularJS, Vue.js, MySQL.

ERP TC Admin

- Unified physical and online store data
- Integrated multi-stock and sales management
- Included financial modules and accountability tracking

E-commerce Frontend

- Customized three versions of the storefront theme
- Integrated analytics, SEO, and responsive improvements

Education

FGV *Master’s Degree in Business Administration, 2016*

INATEL *Bachelor's in Electronic Engineering (Telecommunications), 2004*

UNESP *Technical Degree in Electronics, 1998*

Skills

- Legacy Shopify Liquid / Shopify Online Shop 2.0 (OS 2.0)
- Hydrogen / Headless Storefront API
- TypeScript / React
- Next.JS / React Router / Remix
- Tailwind CSS
- Analytics & Event Tracking / Google Analytics 4
- A11y / WCAG Accessibility Compliance
- Gulp / GraphQL
- Performance Optimization / Core Web Vitals

Languages

- English: Full Professional
- Spanish: Professional Working