

MILAN PETROVIC

SENIOR SHOPIFY DEVELOPER

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SUMMARY

Senior Shopify Developer delivering B2B and Shopify Plus infrastructure for operationally complex businesses. With 13+ years of experience, I architect scalable commerce systems, leveraging custom Laravel middleware, Go microservices, and Hydrogen/Oxygen storefronts. I integrate AI-native capabilities like Sidekick to drive measurable commercial value rather than technical novelty. Operating as a strategic partner to technical leadership, I build high-volume, resilient ERP integrations for environments where the cost of getting it wrong is high.

EXPERIENCE

Founder & Lead Shopify Developer

Nov 2025 – Present

Surface Commerce Agency

Belgrade

- Owned migration of a legacy Liquid theme to Hydrogen/Oxygen under a 6-month rebrand deadline, choosing incremental route-by-route cutover over a big-bang rewrite, cutting mobile LCP from 4.8s to 1.4s and driving +18% PDP conversion in the first quarter post-launch
- Building a modular, modern, high-performance commercial Shopify theme (in development), designed to natively absorb functionality usually sold as high-cost third-party AI apps: predictive smart carts, behavioral zero-party data capture, and dynamic merchandising logic, for clear merchant ROI without the recurring app costs.
- Architecting and delivering Hydrogen/Oxygen migration engagements for Plus merchants at the headless inflection point

Senior Shopify Developer

Aug 2024 – Nov 2025

Enkomion

Belgrade (Remote)

- Owned end-to-end delivery on nine DTC Shopify builds across the €20k–€60k range, consistently shipping on time and within scope
- Led technical delivery on four concurrent Shopify Plus builds across the €80k–€350k range
- Drove migration from jQuery to Alpine.js + Liquid components after diagnosing 2.1s render-blocking overhead, lifting median PageSpeed from 48 to 81
- Architected a self-serve section-based landing page system, reducing client campaign-page turnaround from 6 hours to 40 minutes and removing the agency from 80% of marketing tickets

Senior Shopify & Fullstack Developer

May 2023 – Jun 2024

Planted Foods AG

Zürich (Remote)

- Architected the full B2B Shopify Plus implementation end-to-end, a high-complexity, long-awaited feature, earning direct recognition from the CTO for speed and technical depth
- Drove development of a custom Microsoft Dynamics 365 ERP connector, choosing a purpose-built solution over off-the-shelf middleware after evaluating that no existing tool could meet the required data-integrity and compliance constraints.
- Integrated OpenAI GPT and Azure AI across B2B and B2C platforms, delivering advanced product discovery and chat functionality
- Owned end-to-end re-design and development of 5 DTC Shopify builds

Full Stack Developer

Apr 2021 – Mar 2023

Swiss Organic Partners AG

Zürich (Remote)

- Architected a full migration from legacy themes to OS 2.0, designing a GitHub-to-Shopify automated deployment pipeline that eliminated manual release steps across multiple storefronts
- Delivered end-to-end custom section and template development from Figma designs
- Led technical onboarding of an in-house IT specialist
- Owned technical lead and end-to-end delivery on company's WordPress website

Freelance Web Developer

Sep 2013 – Apr 2021

Freelance

Kraljevo

- Owned end-to-end delivery of web projects across 8 years of independent practice, selecting and applying the right stack per client constraints, HTML5, CSS3, JavaScript, WordPress, PHP, Bootstrap. Various industries ranging from small business to e-commerce, consistently shipping on time without a team or PM layer.
- Drove a systematic shift from static HTML builds to adaptive WordPress architectures for multiple clients, making a deliberate trade-off toward CMSbased solutions that reduced post-launch support dependency and gave non-technical clients full content autonomy.
- Effectively managed project, using agile and scrum development process to properly track and analyze project development and target areas of group success and improvement. Organized project using Slack, Trello and Asana.

EDUCATION

Shopify Academy

Jan 2021 – Present

Enterprise Shopify Commerce & Backend Architecture (Online courses and workshops)

Remote

Laracasts

2018 – Present

Advanced Laravel / AI for Laravel Development / Livewire (Online courses and workshops)

Remote | <https://laracasts.com/@MilanPetrovicSWE>

SKILLS & AWARDS

Technical Skills: Remix, Go, Laravel, Next.js, Shopify Functions (Rust/WASM), PostgreSQL, Hydrogen / Oxygen, Liquid, Shopify Plus, Shopify Admin & Storefront API, React, GraphQL