



Rossella Ferrandino

Frontend Tech Lead

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[Portfolio](#) • [LinkedIn](#)

Summary

Front-End Tech Lead experienced in turning complex business requirements into scalable, resilient frontend architectures. My background is rooted in building high-impact e-commerce platforms on Shopify, a space that has strengthened my foundations in performance, accessibility, API integrations, and user-centric design. These skills transfer naturally to product environments where clarity, iteration, and cross-functional collaboration matter. I'm passionate about inclusive and sustainable engineering, and I support women in tech through my leadership work with WiSE Japan (Women in Software Engineering Japan)

Areas of Expertise

- Shopify Theme Development
- Project Management
- UI/UX Design
- API Integration
- Web Performance Optimisation
- Usability Testing
- Cross-Functional Collaboration
- Requirements Gathering
- Front-End Architecture

Technical Proficiencies

Technologies: HTML/CSS, JavaScript, React, Vue, TypeScript, Tailwind, GraphQL, Git, Liquid, Webpack, Vite + Vitest

Tools: Shopify, VS Code, Figma, Adobe XD, Google Analytics (GA4, GTM), Klaviyo, Clickup, Notion

Career Experience

[Flagship Inc.](#) (Shopify Plus Agency, Tokyo)

Front End Tech Lead

Front-End Engineer

July 2025 - Present

2019–2021

- As Front-End Tech Lead, led the front-end project direction, guiding architectural decisions, preparing integration diagrams and ensuring consistent delivery across sprints
- Proposed Shopify-native solutions in line with the client's business operations that reduced complexity and prevented out-of-scope development costs
- Prepared company-wide technical briefs and demos on new Shopify features, reducing technical uncertainty across the team and guiding more confident architectural decisions
- Mentored a junior developer through code reviews and pair programming, improving first-pass approval rate by ~30%
- Built scalable e-commerce features using JavaScript, Liquid, SCSS, Vue, and React, delivering custom interfaces for multiple industries
- Developed React and AWS-integrated components for a custom Shopify app supporting an advanced loyalty program

[Nama Studio](#) (Shopify Agency, Milano, Italy)

Lead Software Engineer and Co-Owner

May 2021 – March 2025

- Directed the technical delivery of 10+ projects annually, translating stakeholder requirements into clear implementation plans and supporting ~€150k in annual agency revenue

- Optimized a flagship client's storefront through iterative improvements, reaching 900k+ monthly sessions with a 2.2s LCP, grounded in Shopify's Web Performance principles
- Championed sustainable and inclusive technology development, crafting low-carbon, responsive code that aligns with accessibility standards, exemplified through the design of the Nama Studio agency website.
- Implemented UX-driven components grounded in research, tailored for B2B, fashion, lifestyle, and health & beauty industries

[Everyman Media](#) (Independent Cinema, London)

Membership Coordinator

Events & Marketing Assistant

Assistant Cinema Manager

November 2011 – January 2019

- Led the launch of a new subscription-based membership product for a 10,000-member base. Managed the initiative end to end, from member research and Board approval to system integrations with three suppliers and a new payment provider. Contributed to UX design by reviewing user flows and providing feedback to the web development team, and oversaw testing by creating test cases and coordinating test cycles.

Independent & Open-Source Projects

- **SpeakHer Project Database:** Enhanced the functionality of [SpeakHer](#), a women public speakers' database in Japan, by performing form validation, SEO optimisations, and overseeing architectural planning using Vue and Airtable.
- **Open Source Project for Women Who Code:** Organised workshops and events for Women Who Code (now [Women in Software Engineering Japan](#)), while contributing to open-source projects to foster community engagement.
- **Technical Blogging:** Developed technical blogs on platforms like [Medium](#) and [Dev.to](#), offering insights on SEO for developer portfolios and analysing Shopify's open-source theme, Dawn, to share key development strategies.
- **Technical Article Development:** Engineered a React-based wedding RSVP management website, and authored technical articles that gained traction as a valuable developer resource, with the code available on [GitHub](#).

Education

Master of Science: International Management (China)

SOAS, London, UK, 2013

Master of Science: Languages and Economic Institutions of Eastern Asia

Ca' Foscari University of Venice, Venice, Italy, 2011

Bachelor's Degree: Languages and Economic Institutions of Eastern Asia

Ca' Foscari University of Venice, Venice, Italy, 2008

Certification & Courses

Professional Certification UX Design, Google, Oct 2022

Klaviyo Developer Certificate, Klaviyo, Sep 2024-Sep 2026

Liquid Storefront for Theme Developers, Shopify, Sep 2024-Sep 2026

Shopify Development Fundamentals, Shopify, Aug 2024-Aug 2026

Language

Italian, Native // English, Business // Japanese, Conversational