Rossella Ferrandino

Frontend Engineer

ross.ferrandino@gmail.com • +393517607025
Portfolio• LinkedIn• Bergamo, Italy
Relocating to Tokyo in April 2025

Versatile technical professional with extensive experience in creating scalable, user-centric e-commerce solutions spanning modern web technologies. Adept at transforming intricate design concepts into responsive interfaces, delivering optimised web performance and facilitating seamless API integrations. Proficient in leveraging Shopify Apps Ecosystem, including Liquid, Shopify Flow, and Mechanic to streamline workflows and automate processes to enhance productivity. Passionate about sustainability and accessibility in web development, with ability to advance system functionalities through exceptional problem-solving skills.

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

Nama Studio (Shopify Agency), Milano, Italy   **May 2021 – Present**
Lead Software Engineer

Design and implement impactful solutions by leveraging expertise in HTML, CSS/SCSS, JavaScript, and Liquid, delivering high-quality results for key clients with ethical missions. Craft custom solutions using React and TypeScript. Gain performance optimization expertise through Shopify's official Web Performance workshop. Utilise Vue to create components like the cart drawer, integrating each component seamlessly with the Liquid theme in two projects. Expertise in UX research and UX component implementation for e-commerce in B2B, fashion & lifestyle and health & beauty industries.

- Directed the delivery of 15+ strategic projects annually, defining requirements in line with stakeholder expectations to generate €150k in yearly revenue, facilitating optimal user-centric digital experiences
- Transformed a key client's website to achieve 900K monthly online store sessions with a Lightning-Fast LCP of 2.2 seconds through rigorous iterative optimisation.
- Streamlined manual processes using Shopify Flow, Mechanic, and Zapier, integrating international product localisation strategies via metafields and product tags that eliminated redundant manual workloads.
- Engineered streamlined development workflows through sophisticated Git and CI/CD implementations, boosting team productivity and reducing deployment friction.
- 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.

Flagship LLC (Shopify Agency), Tokyo, Japan   **Mar 2019 – May 2021**
Front-End Engineer

Engineered and implemented system solutions that aligned with complex client requirements, consistently delivering scalable and efficient results. Created front-end solutions using JavaScript, Liquid, CSS/SCSS, and Bootstrap to address clients' diverse e-commerce needs. Designed custom functionalities for a personalised shopping experience, integrating with dedicated APIs through Webpack bundling and Vue. Coordinated with cross-functional, multicultural teams to deliver projects within established timelines and budget.

- Transformed intricate Figma design blueprints into fully responsive code, seamlessly bridging design and development paradigms while ensuring precise visual and functional fidelity.
- Architected robust front-end solutions leveraging React, AWS S3, and third-party API integrations to enhance a custom Shopify application for a prominent home-decor industry client's advanced loyalty program ecosystem.

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