

Shopify storefronts built to convert, not just to launch

Hey, I'm Aderemi, a senior Shopify developer with 10+ years across Liquid theme development, custom Shopify apps in React and NestJS, and backend integrations to HubSpot, Salesforce and Stripe. Three recent builds below: what each one does, and the stack behind it.

okeowoaderemi@gmail.comokeowoaderemi.com[LinkedIn](#)

+22%

AOV lift from CRO-led collection and quick-buy work

1.8s

Cut from home render time at peak holiday traffic

+30%

On-site engagement from Metafield-driven lookbooks

12%

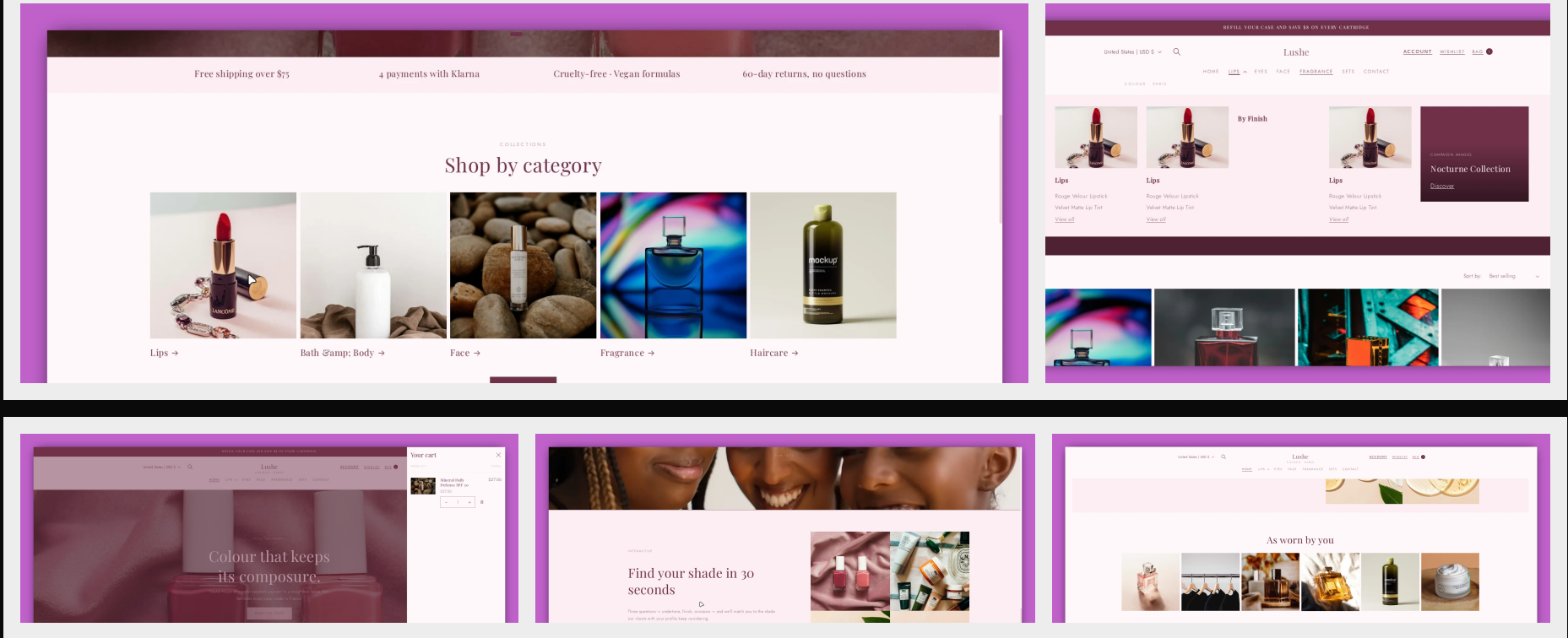
Repeat-purchase rate via HubSpot segmentation

Lush: CRO-Driven Shopify Theme

Retani Consults / 01

A bespoke Shopify 2.0 theme for a premium beauty brand: built to read like a luxury French cosmetics label and engineered around conversion. Every layout decision, from hero copy to trust badges, answered one question: does this move a shopper closer to buying. Hand-written Liquid and JavaScript on a Dawn base, no page-builder bloat, fully editable in the Theme Editor.

- Hero section leading with an emotional value proposition rather than a product shot.
- Trust signals (free-shipping threshold, Klarna, cruelty-free formulas, 60-day returns) placed immediately below the fold, where hesitant shoppers look for reassurance.
- Minimal navigation that keeps the path to purchase short; Storefront MCP kept the build grounded in real product data.



TECH

Liquid

Sections & Blocks

Shopify OS 2.0

HTML / CSS

Vanilla JS

Storefront MCP

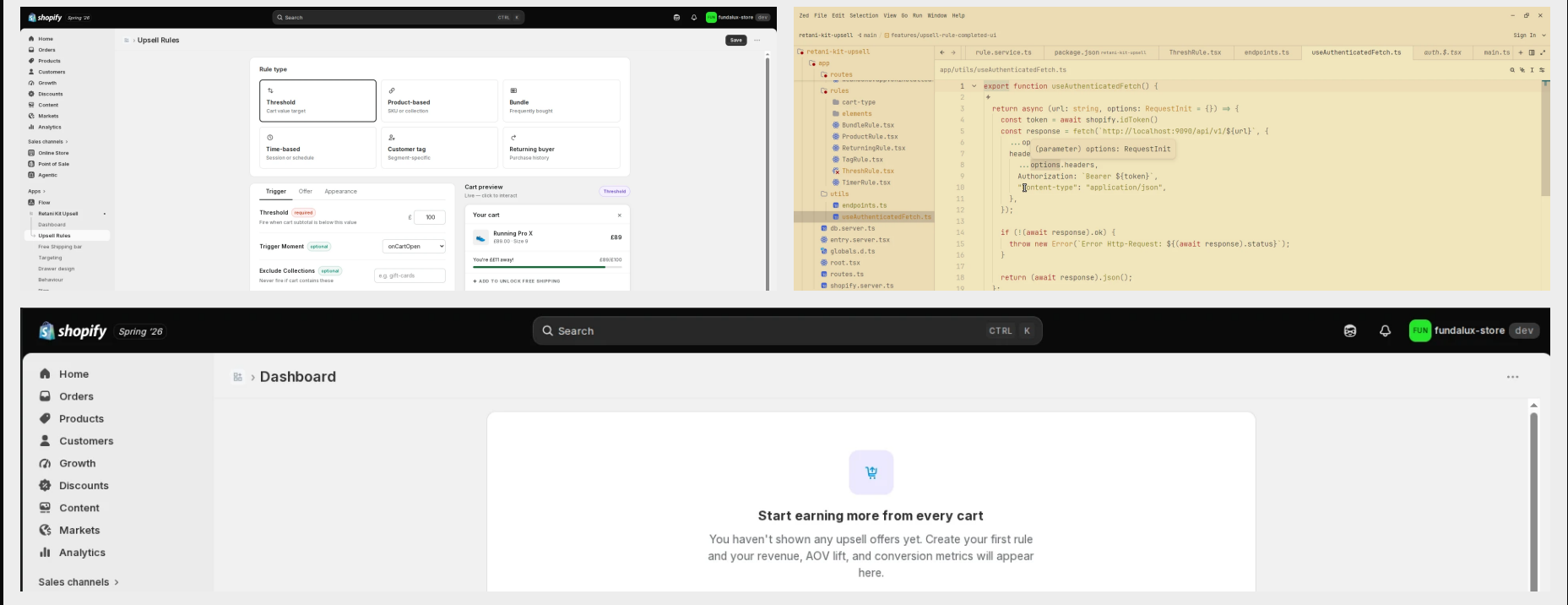
Case study  / Live demo  pw: lalyia

Shopify Upsell & Bundle Engine

Retani Consults / 02

A custom Shopify app that lifts average order value without adding checkout friction. The architecture separates the embedded admin (React Router, App Bridge, Polaris) from a standalone NestJS backend that owns the rules engine, data model and Shopify API integration, so each side can be built, tested and scaled independently and platform changes never ripple into business rules.

- Six configurable rule types: spend thresholds, direct product upsells, true bundles with custom pricing, tag and segment targeting, returning-customer offers, countdown urgency.
- Each rule type is a self-contained NestJS module; TypeORM entities on PostgreSQL enforce a consistent shape for rules, shop settings and drawer config.
- Redis-backed sessions and caching keep rule evaluation fast under sale-day load; the cart drawer syncs offers in real time via the Ajax Cart API.



TECH

TypeScript

NestJS

React Router

App Bridge / Polaris

Admin GraphQL

nestjs-shopify OAuth

PostgreSQL / TypeORM

Redis

Ajax Cart API

Webhooks

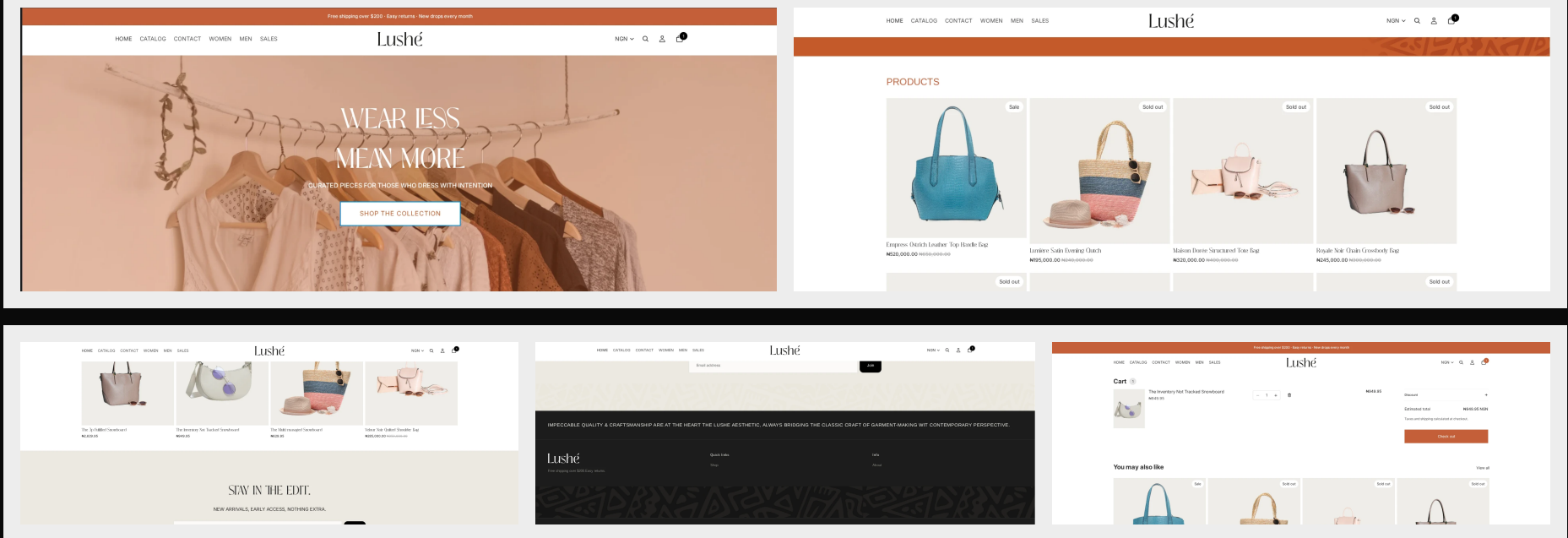
Case study 

Lushe: Custom Horizon Theme

Retani Consults / 03

A bespoke theme extending Shopify's native Horizon framework with fully custom sections, nested blocks and modern web components. Built for modular design, performance and merchant flexibility: granular schema settings give merchants precise layout control without touching code, and native OS 2.0 features stay intact.

- Sections scaffolded in clean semantic Liquid, populated from section settings, each with contextual presets for instant Theme Editor setup.
- CSS and JS scoped per section with Liquid stylesheet and javascript tags to cut initial load; blocks carry strict limits to protect layout integrity.
- Interactivity built on vanilla custom elements tied to connectedCallback: zero framework overhead, minimal Lighthouse impact.



TECH

Liquid

Horizon framework

Web Components

HTML5 / JavaScript

Section schema

Nested blocks

Metafields

Case study [↗](#) / Live demo [↗](#) pw: reompa

TECHNICAL SKILLS

Shopify

Theme development (Liquid, Sections, Blocks), app development, App Bridge, Polaris, Shopify Pixel, Ajax Cart API, Admin GraphQL and REST, Metafields

Data & caching

PostgreSQL (TypeORM), MySQL, Redis, Firebase, T-SQL

DevOps

Docker and Compose, GitHub Actions, Digital Ocean (Droplet and App Platform), Render

Languages & frameworks

TypeScript, Node, NestJS, ReactJS, Express, Web Components

Integrations

HubSpot API, Salesforce, Stripe, Airtable scripting, Chrome extensions (MV3 / WXT)

Testing

Jest, Mocha, React Testing Library, Cypress, WebDriver

Have a storefront to build, or an AOV problem to solve?

Free 30-minute call. I'll tell you plainly whether it's a theme, an app, or neither.

Book a call 