

# My Portfolio

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**Ali Raza**

Shopify Developer | eCommerce Specialist

4+ Years Experience • Custom Shopify Themes • High-Converting Stores

# Introduction

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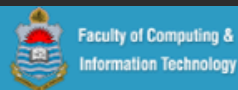
I am a professional Shopify Developer with over 4 years of experience building responsive, user-friendly, and high-converting eCommerce websites. I specialize in custom Shopify theme development, Liquid customization, and performance-optimized store setups.

## About Me

I focus on creating clean, scalable, and conversion-focused Shopify stores that deliver smooth user experiences and measurable business growth.

## About Portfolio

This portfolio highlights selected Shopify projects across fashion, beauty, electronics, wellness, and luxury retail brands.



CLASSIC HOME

FCIT - Quick Facts

NOTICE BOARD

451-500

QS RANKING

Subject Wise 2023

4

Departments

CS , SE , IT , DS

6

Grad

4 Under Grad Degrees

64

Faculty

Members

RECENT UPDATES

Career Opportunities for PUCIT Students at Dyosai January 5, 2026

First Position Won by FCIT January 5, 2026

Visiting Faculty Required December 31, 2025

CosmoCon Successfully Held at PUCIT Old

Campus, Showcasing Student Innovation and

# Education

2020-2024

## FCIT

## BS-Software Engineering

### BEST SELLERS PREMIUM LEATHER GEAR

[View all](#)

<p>50% OFF AT CHECKOUT</p> <p>Rs.114,800.00</p>	<p>50% OFF AT CHECKOUT</p> <p>Rs.117,600.00</p>	<p>50% OFF AT CHECKOUT</p> <p>Rs.117,600.00</p>	<p>50% OFF AT CHECKOUT</p> <p>From Rs.150,600.00</p>	<p>50% OFF AT CHECKOUT</p> <p>From Rs.150,600.00</p>
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FLAT 40% OFF - NEW YEAR SALE

Custom Builder Men's Women's Armor Pads

Your Fit. PERFECTED FOR 2026  
CUSTOM MADE VESTS & JACKETS

FLAT 40%

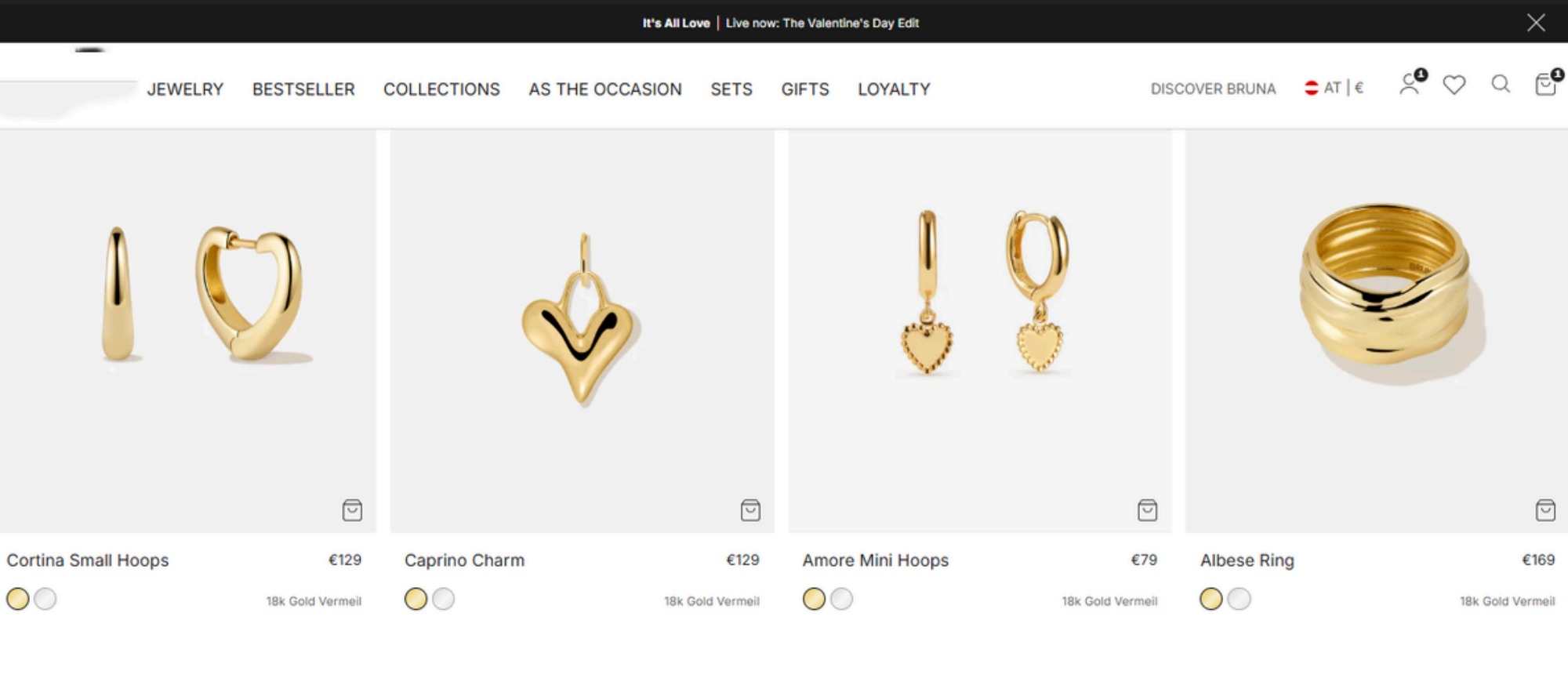
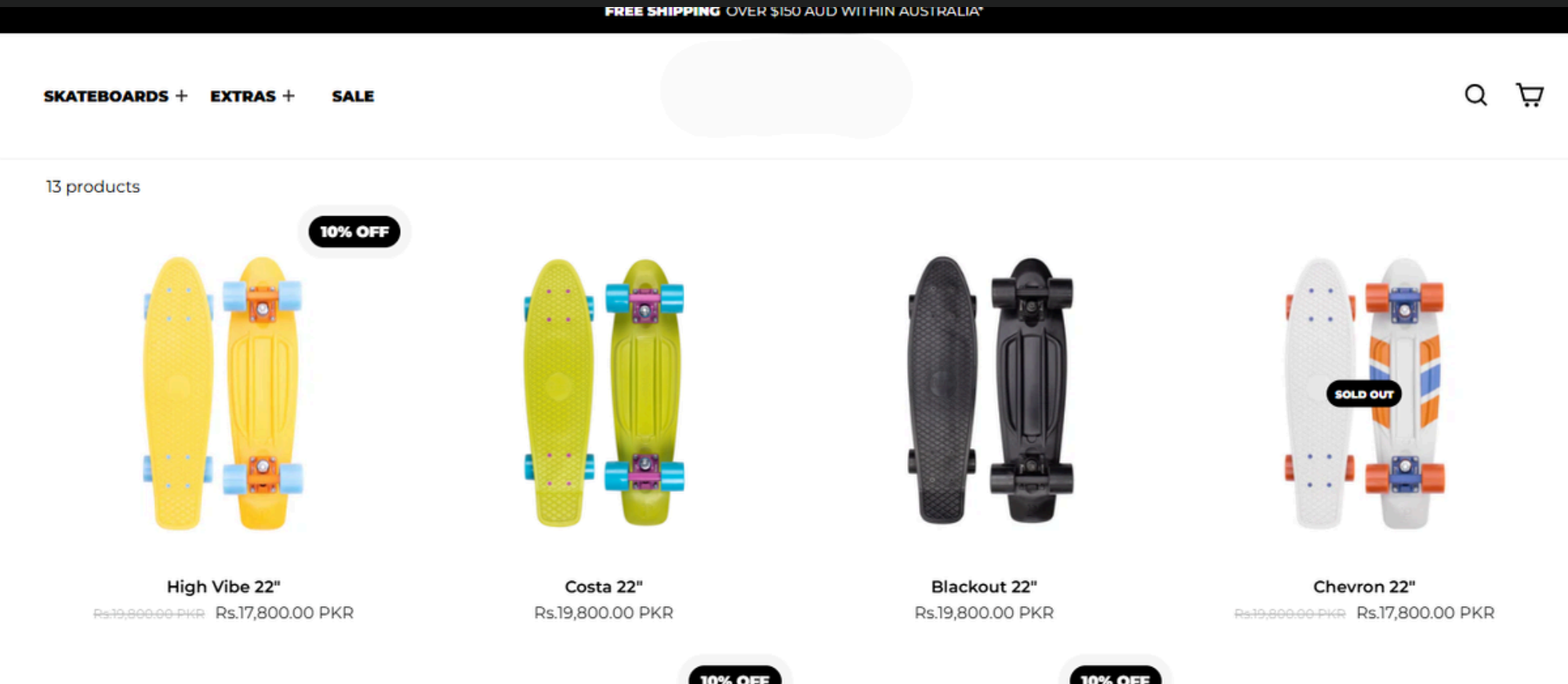
# About Me

## My Vision

To help brands scale online through high-quality, conversion-driven Shopify solutions.

## My Mission

To deliver clean Liquid code, optimized UX, and reliable Shopify stores tailored to business goals.



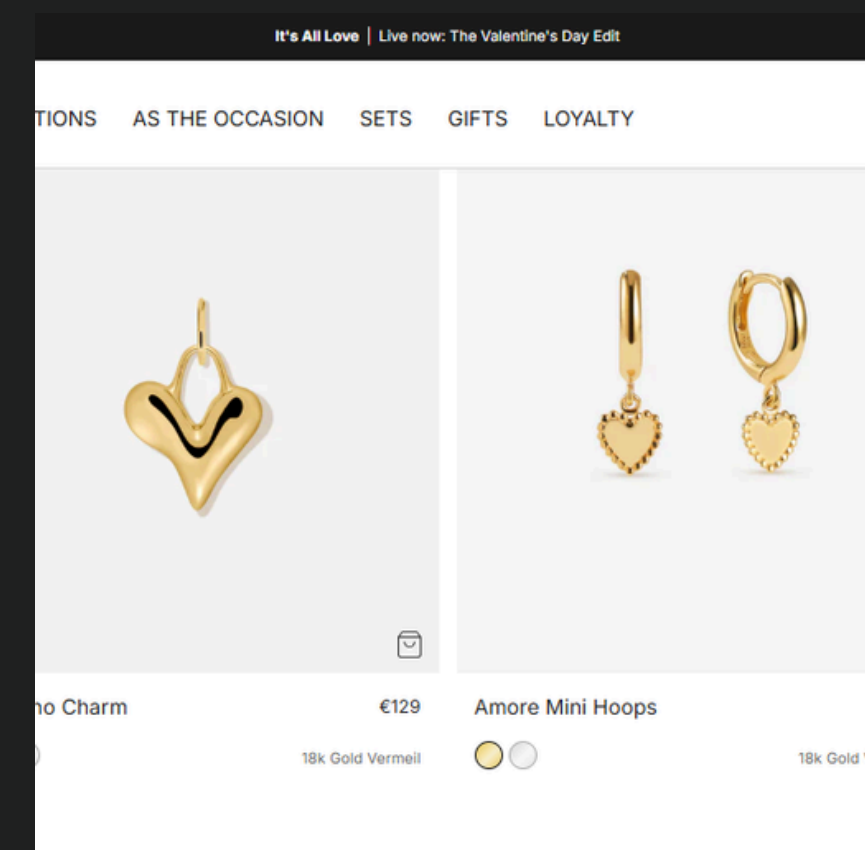
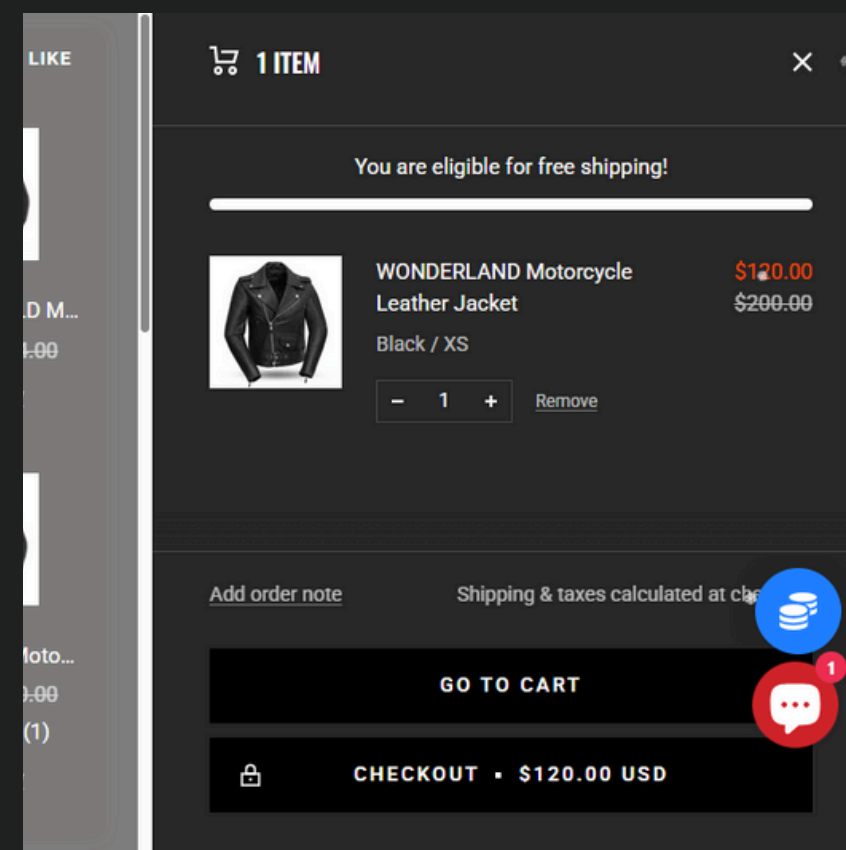
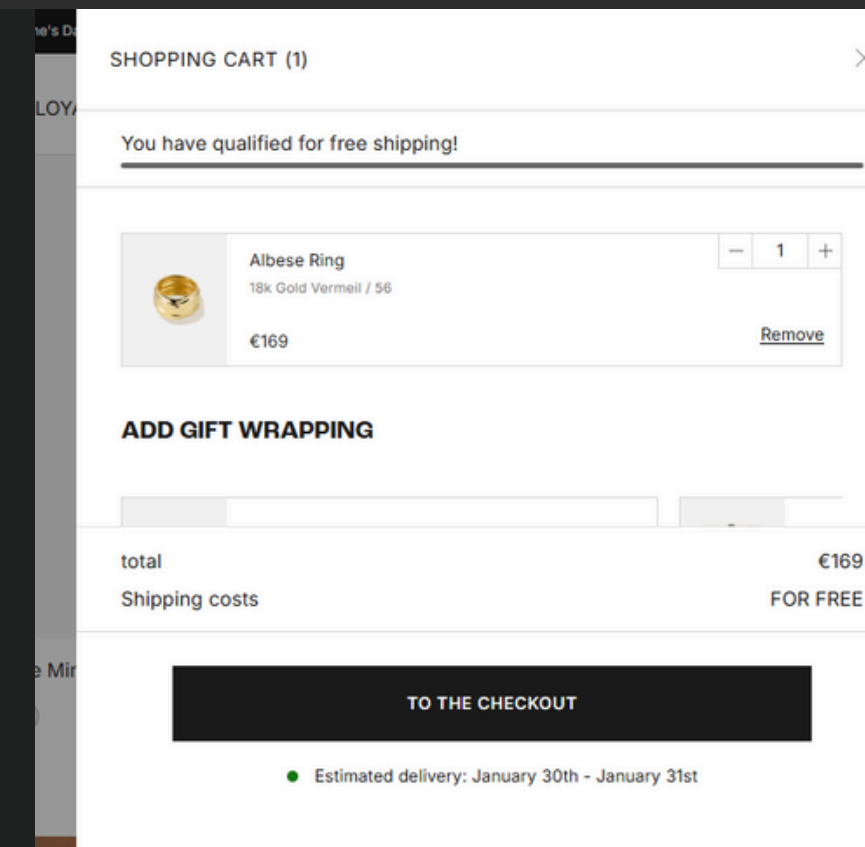
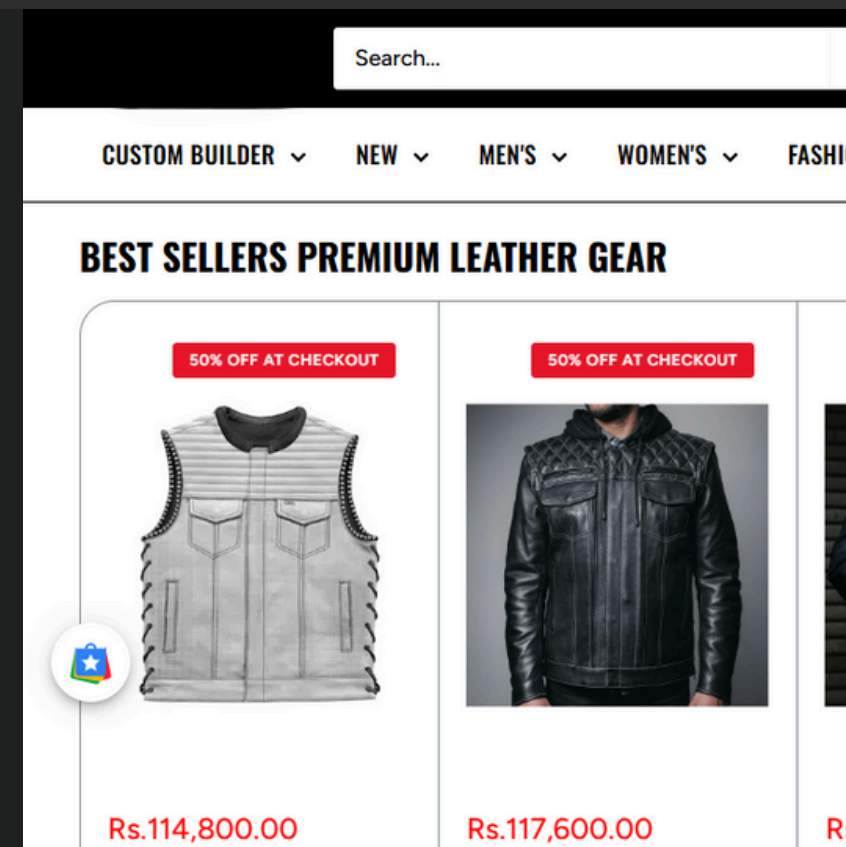
# My Vision

01. Build mobile-first, high-performing Shopify stores/themes.

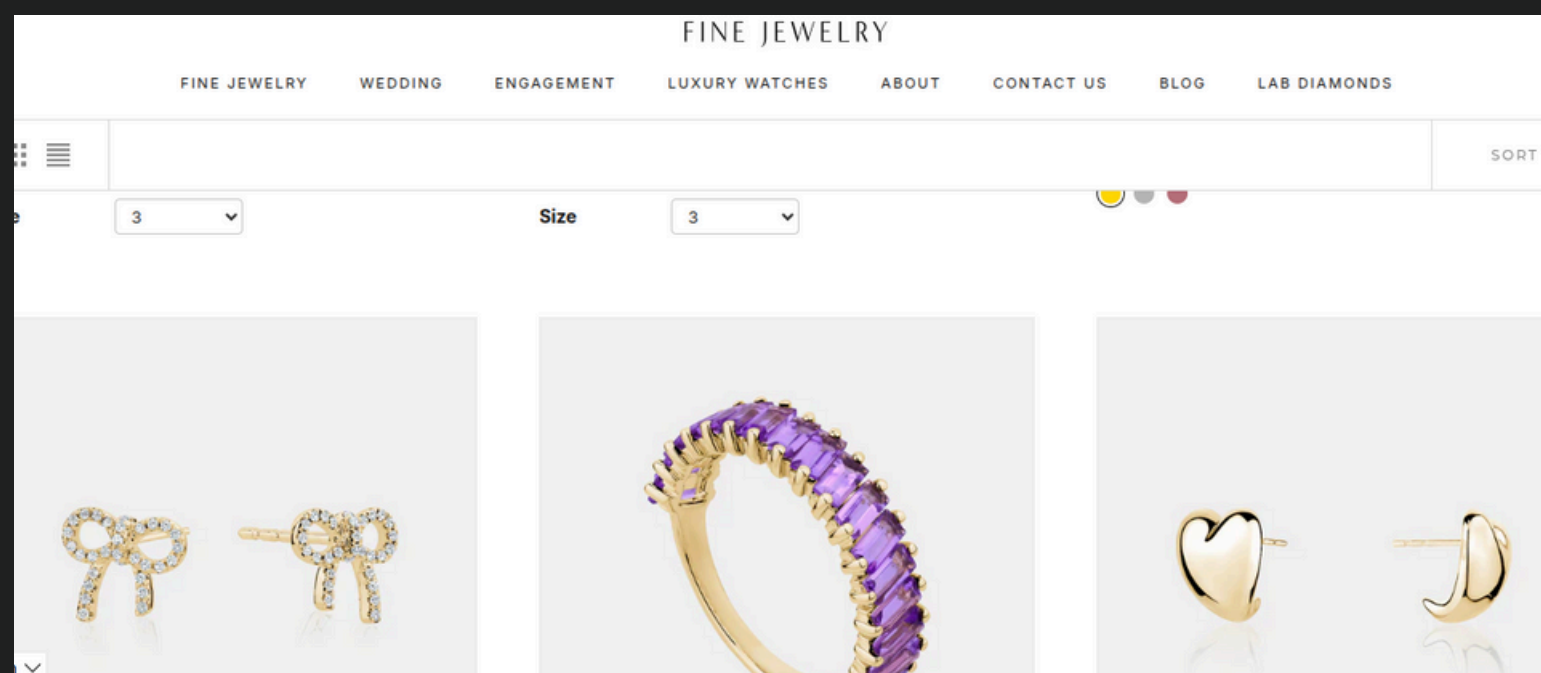
02. Focus on usability, speed, and conversion optimization.

# My Mission

- 01. Optimize store speed and UX
- 02. Build SEO-ready and scalable architectures
- 03. Develop custom Shopify themes and sections
- 04. Support long-term brand growth

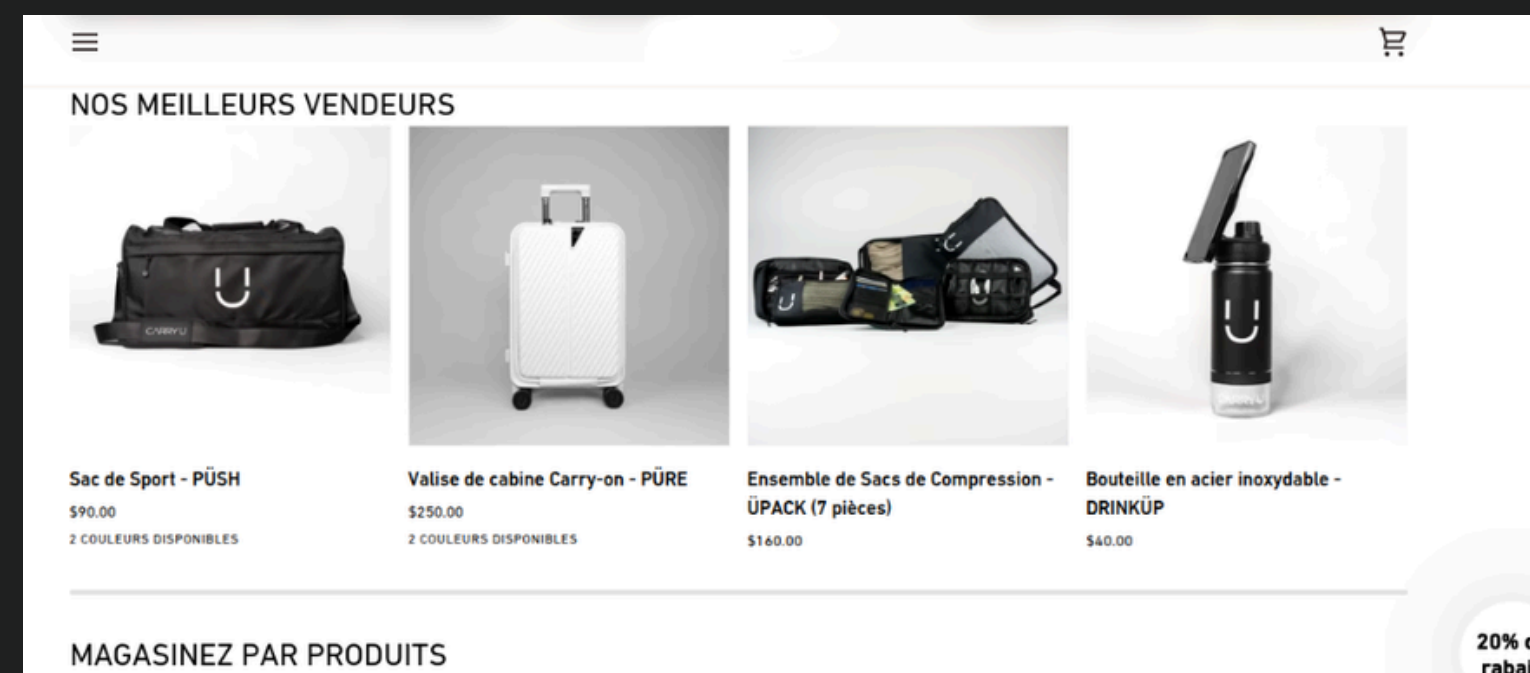


# Featured Projects



## Premium Jewelry Store

Built a premium Shopify store for a high-end jewelry brand with elegant design, intuitive navigation, advanced filtering, multilingual support, and a secure, optimized checkout for a refined shopping experience.




## Modern Travel Gear Store

Developed a multilingual Shopify store for premium travel gear with modern design, responsive grids, multi-variant products, and UX-optimized shopping features.

LIKE

1 ITEM ✕

You are eligible for free shipping!



**WONDERLAND Motorcycle Leather Jacket** \$120.00  
~~\$200.00~~

Black / XS

- 1 + [Remove](#)


[Add order note](#) Shipping & taxes calculated at checkout

[GO TO CART](#)

**CHECKOUT • \$120.00 USD**

FLAT 40% OFF - NEW YEAR SALE

[Custom Builder](#) [Men's](#) [Women's](#) [Armor Pads](#) ✉ 🔍 👤 🛒




*Your Fit.*  
**PERFECTED FOR 2026**  
CUSTOM MADE VESTS & JACKETS

**FLAT 40%**

# Premium Leather Goods Store

Designed and customized a high-volume Shopify eCommerce platform featuring advanced product collections, promotional pricing logic, and a custom product builder. Optimized user experience, storefront performance, and conversion-focused layouts for large catalogs. Implemented scalable product management, marketing integrations, and long-term growth optimization.

You are eligible for free shipping! ✕



**Crusader Men's Motorcycle Leather Jacket - Whiskey / S**

**Rs.44,310.00** ~~Rs.147,700.00~~

NY70 (-Rs.103,390.00)

- 1 +

Remove

Stock: You May Also Like :

Quantity

**Total** **Rs.44,310.00 PKR**

**You saved Rs.103,390.00!**

Order instructions ▾


[View cart](#) [Checkout](#)

Search... All categories ▾ 🔍 📞 👤 🛒 0 Cart

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[NEW](#) ▾
[MEN'S](#) ▾
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[CLEARANCE STOCK](#)


**BEST SELLERS PREMIUM LEATHER GEAR** View all

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Rs.114,800.00

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From Rs.150,600.00

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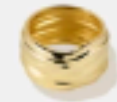
# Enterprise Apparel Store

Developed a large-scale Shopify storefront supporting thousands of SKUs, advanced discount logic, and clearance-driven sales campaigns. Implemented custom product builders, variant-heavy catalogs, review integrations, and performance-optimized collection layouts to handle high traffic and seasonal demand. Focused on scalability, conversion optimization, and seamless user experience across desktop and mobile.

SHOPPING CART (1) ✕

You have qualified for free shipping!

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	<p>Albese Ring</p> <p>18k Gold Vermeil / 56</p> <p>€169</p>	<p>- 1 +</p> <p><a href="#">Remove</a></p>
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**ADD GIFT WRAPPING**

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total	€169
Shipping costs	FOR FREE


**TO THE CHECKOUT**

● Estimated delivery: January 30th - January 31st

It's All Love | Live now: The Valentine's Day Edit

JEWELRY BESTSELLER COLLECTIONS AS THE OCCASION SETS GIFTS LOYALTY


DISCOVER BRUNA AT | €



Bruna Small Hoops

€129


18k Gold Vermeil



Caprino Charm

€129


18k Gold Vermeil



Amore Mini Hoops

€79

18k Gold Vermeil



Albese Ring

€169

18k Gold Vermeil

# Luxury Jewelry Store

Designed and optimized a high-end Shopify storefront featuring extensive product catalogs, personalization options, loyalty programs, and international pricing. Implemented advanced merchandising, seamless navigation, and conversion-focused layouts. Ensured performance, scalability, and a refined shopping experience across devices.

**SHOPPING CART** ✕

Always On Top Faux Suede Buckle Bag (Burgundy) \$45.00

OS

- 1 +

EDIT

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**TOTAL** **\$45.00 USD**

**Free & Easy Return for Store Credit** ⓘ **\$2.18**  
 Get free returns for store credit on your order

**CHECKOUT**

[Checkout without free returns](#)

40% OFF ALL V-DAY! shop 1/2 >

Q

40% OFF V-DAY NEW WESTERN STYLE STEALS TOPS DRESSES JEANS BOTTOMS OUTERWEAR TRENDS SHOES ACCESSORIES SALE

# Fashion Retail Store

Developed a trend-driven Shopify storefront with frequent promotions, loyalty rewards, and high-volume product drops. Structured collections, filters, and merchandising to support fast browsing and impulse purchases. Optimized for mobile shopping, seasonal campaigns, and repeat customer engagement.



# CART



You're **Rs.149.80** from getting **Free Shipping within Australia**



Blackout 22"

- 1 +

Rs.19,800.00

**25% OFF  
BACKPACKS  
OR SKATE SLINGS**

With any skateboard purchase.

BACKPACK

SKATE SLING

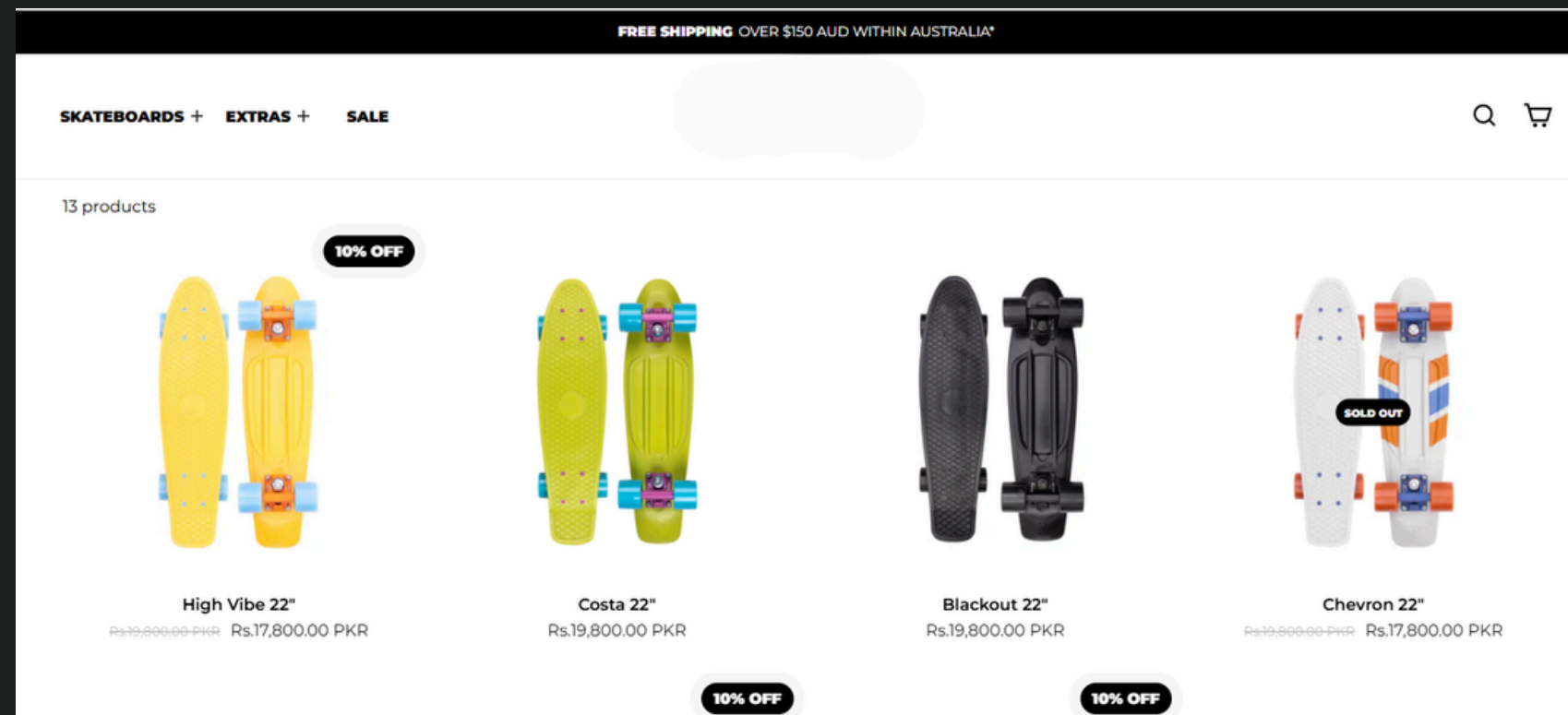


**SUBTOTAL**

Rs.19,800.00

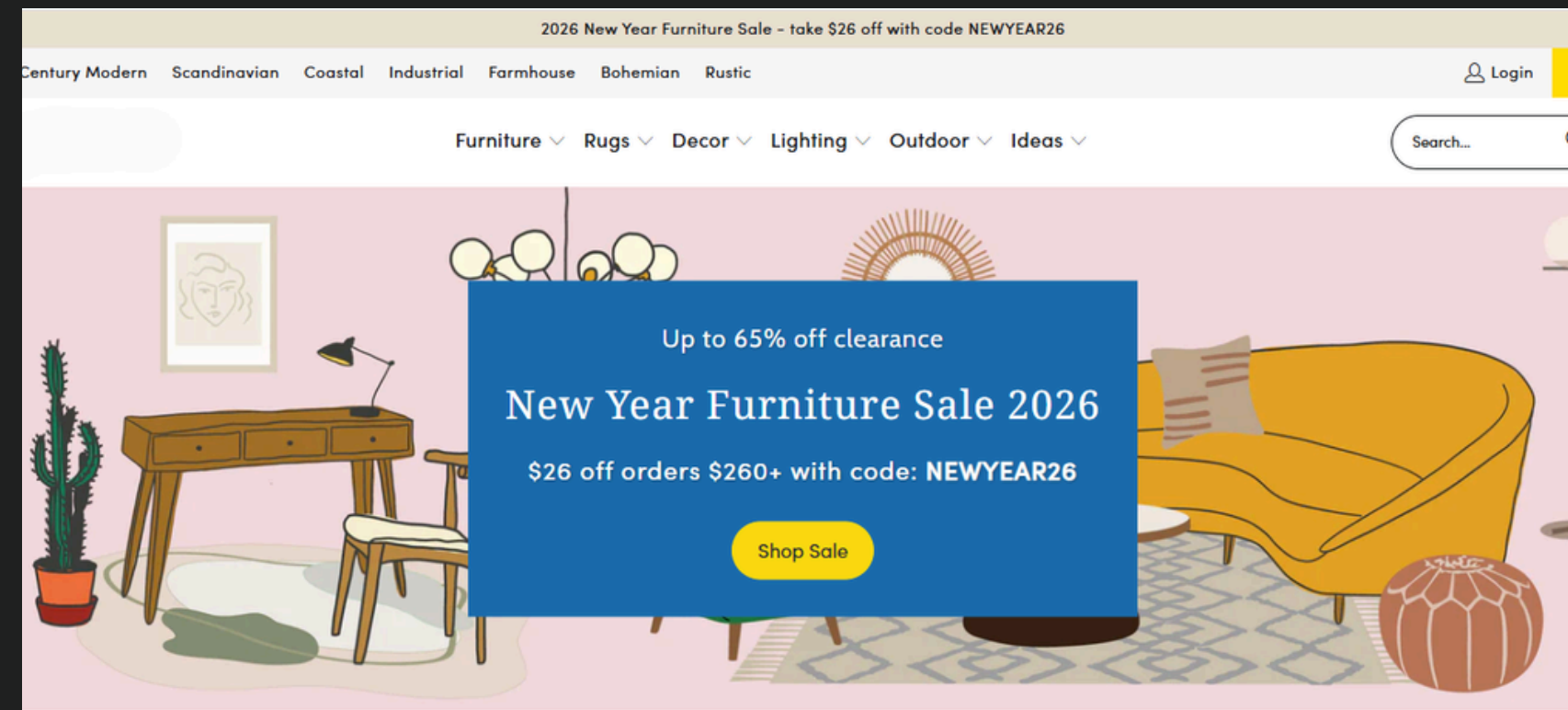
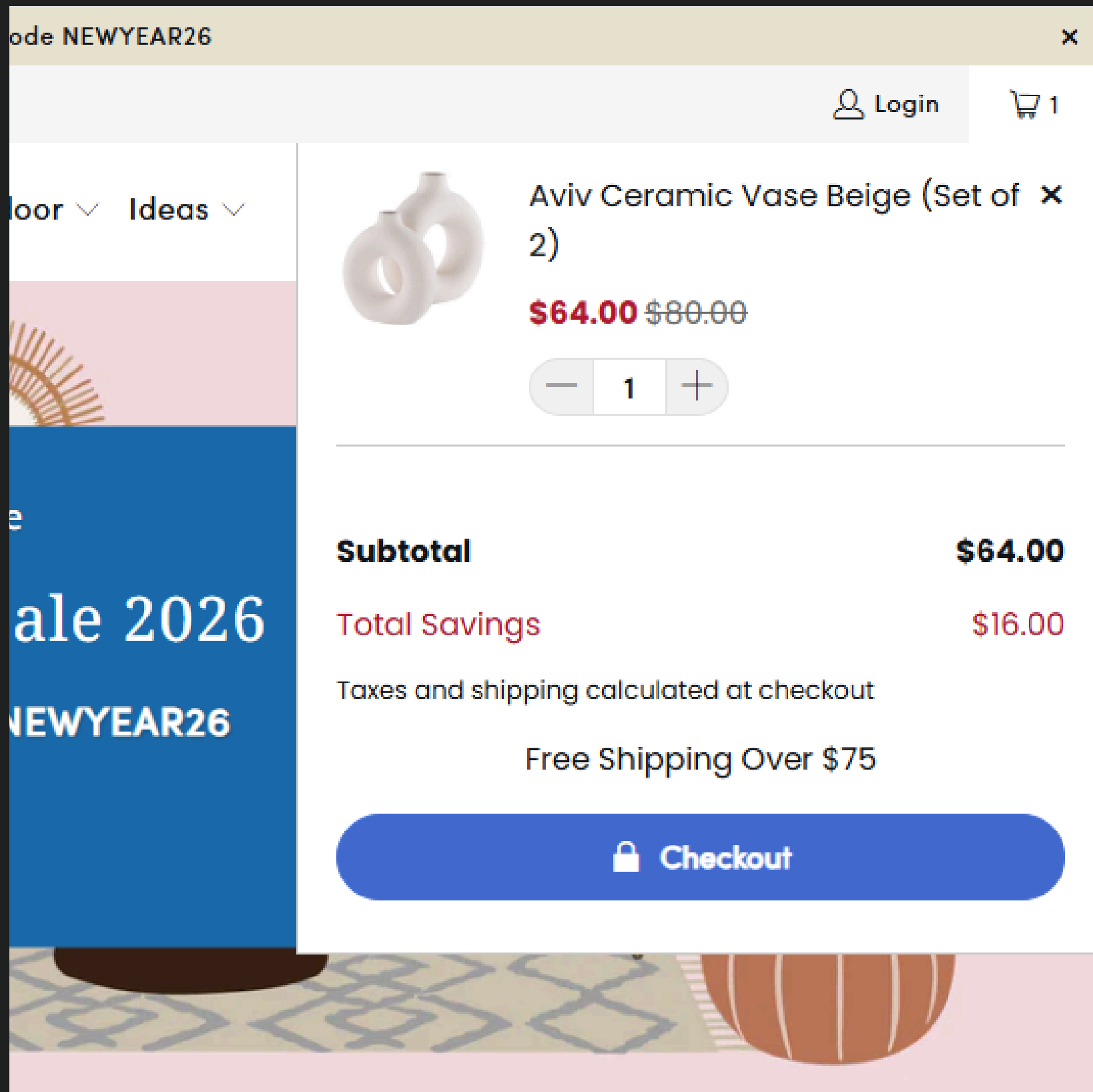
Shipping, taxes, & discounts calculated at checkout.

**CHECK OUT**



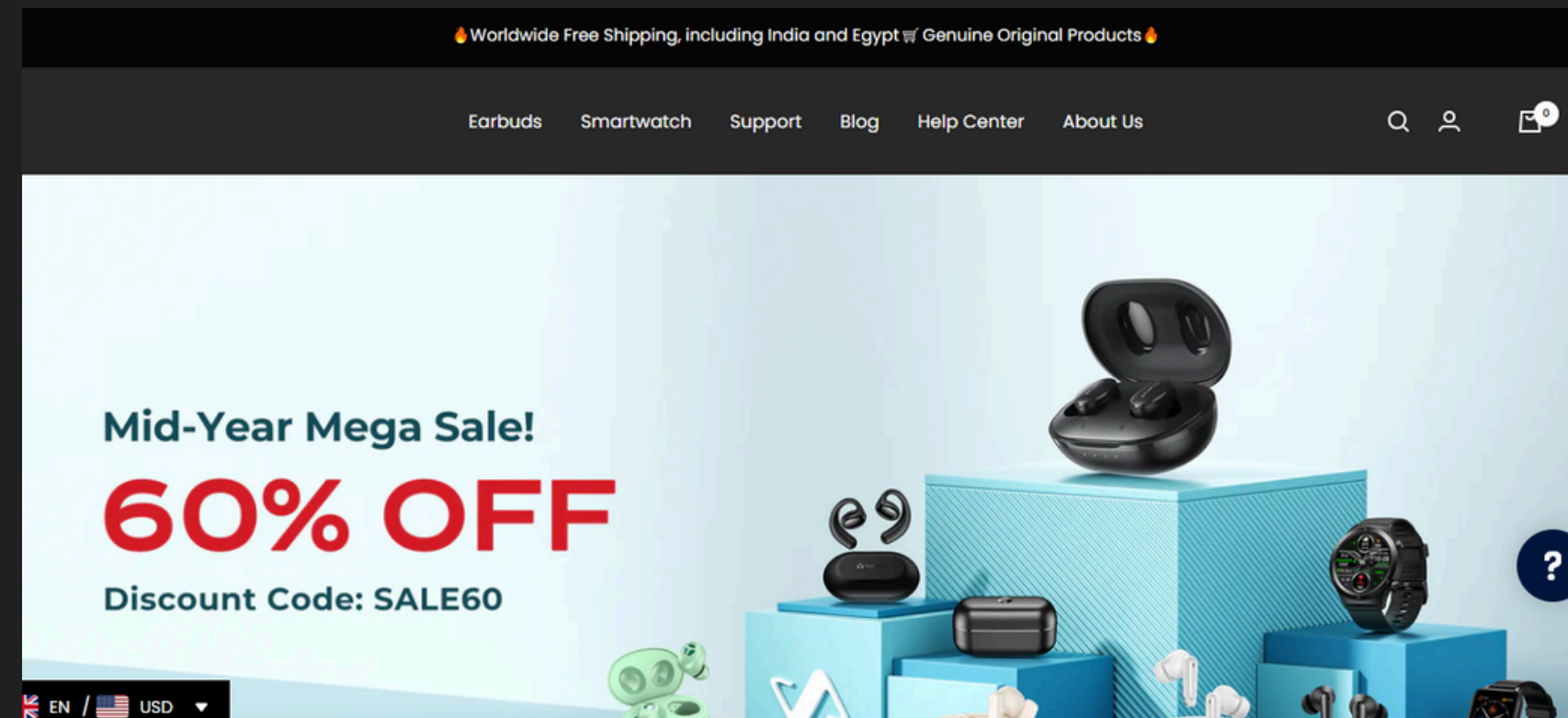
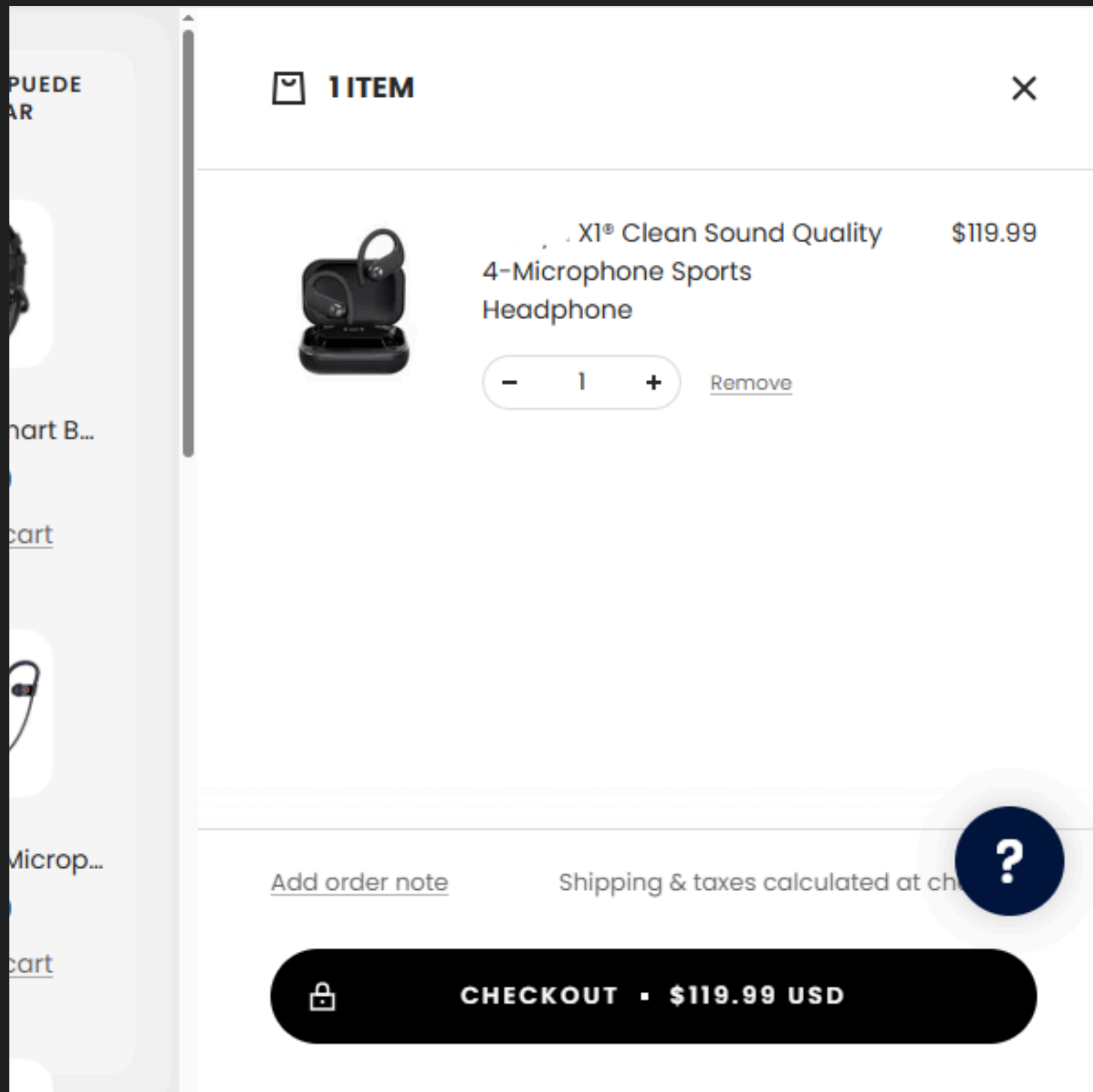
# Sports Gear Store

Built a Shopify storefront for lifestyle sports products featuring multi-size variants, regional pricing, promotions, and bundle-ready accessories. Optimized navigation by product type, size guides, and seasonal sales flows. Ensured fast performance, mobile usability, and global customer trust features.



# Furniture & Home Decor Store

Developed a Shopify storefront showcasing furniture, rugs, lighting, and home decor across multiple styles, from modern to farmhouse. Implemented seasonal promotions, discount codes, and clearance sales for high-impact campaigns. Optimized navigation by product type, style, and room, with curated guides and styling tips. Ensured mobile-first design, fast performance, and seamless shopping experience.



# Smart Electronics & Wearables Store

Designed a Shopify storefront featuring earbuds, smartwatches, and Bluetooth accessories with detailed product pages and multiple color variants. Integrated promotional campaigns, sales banners, and global shipping options for enhanced customer reach. Optimized navigation by product type, features, and sports/fitness use cases. Delivered mobile-first design, fast load times, and secure checkout for a seamless shopping experience.

# Thank You

Thank you for taking the time to review my portfolio. I look forward to collaborating on innovative Shopify projects and helping businesses grow through high-quality stores.

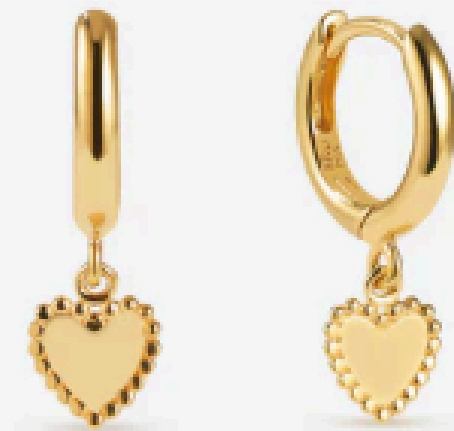
Valentine's Day Edit



LOYALTY

DISCOVER BRUNA

AT | €



Mini Hoops

€79

18k Gold Vermeil



Albese Ring

€169



18k Gold Vermeil