

HENRY LEE BLOUNT JR

SHOPIFY FRONT-END ENGINEER | UX DESIGNER | E-COMMERCE SPECIALIST

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Shopify Front-End Engineer, UX Designer, and E-commerce Specialist with experience launching and optimizing e-commerce experiences for 50+ brands. I combine the art of design with the art of programming to create business-driven, customer-centric digital experiences that improve conversions, accelerate go-to-market execution, and drive revenue growth.

PROFESSIONAL EXPERIENCE:

Warren James

Santa Monica, CA · Remote

Shopify Front-End Engineer | UX Designer | E-commerce Specialist

April 2025 – Present

- Led development and launch of 30+ e-commerce storefronts for creators and consumer brands, including Dude Perfect, Dead Meat, Lil Simsie, Worlds Beyond Number, Twin Paranormal, Caylus, Burnt Peanut, and MMG.
- Built high-converting Shopify storefronts under aggressive timelines while collaborating with Brand Managers, Creators, Designers, Operations, and Marketing teams to support successful product releases.
- Executed CRO initiatives, A/B tests, merchandising strategies, and UX improvements to improve conversions and support revenue growth.
- Developed reusable Shopify theme improvements that reduced custom development effort and improved launch efficiency across multiple storefronts.
- Developed AI-assisted workflows and launch assets that accelerated content creation, streamlined branding, and improved the speed and quality of storefront production.

E-com Funnel Studio

Philadelphia, PA · Remote

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June 2024 – April 2025

- **MESA Project** (Napa Valley, CA): Selected to collaborate with industry leaders in the US in a three-day business-building intensive, contributing to brand strategy, go-to-market planning, marketing assets, Shopify development, and UX/UI design.
- **AK Botanicals:** Led Shopify development, creative production, packaging design, and advertising assets to support product launches and customer engagement.
- **Dearly Beloved Gifts:** Designed jewelry message cards, developed Shopify storefront experiences, and created advertising creative focused on customer acquisition and sales growth.

Nectar, Digital Marketing Agency

Ardmore, PA · Remote

Shopify Front-End Engineer | UX Designer | E-commerce Specialist

March 2024 – June 2024

- Designed and developed a Shopify sales funnel for a luxury luggage brand that generated over \$100K in revenue within three months.
- Built conversion-focused Shopify experiences using Liquid, JavaScript, SCSS, and Shopify CLI while partnering with marketing teams to support scalable growth.

EDUCATION:

The University of The Arts | Student council - Design Representative

Philadelphia, PA

Bachelors of Fine Arts | User Interface Design / Web Development / Graphic Design

February 2010 - May 2014

HARD SKILLS: Shopify, Shopify Plus, Liquid, JavaScript, HTML5, CSS3, SCSS, Node.js, MongoDB, Git, GitHub, Shopify CLI, Conversion Rate Optimization (CRO), A/B Testing, Merchandising, Funnel Optimization, E-commerce Analytics, Go-to-Market Strategy, Digital Marketing, UX Design, UI Design, Responsive Design, Information Architecture, Design Systems, User Research, Adobe Creative Suite, Figma, Brand Identity, AI-Assisted Content Production, Agile Development