# Alec Ramos

Solutions Architect & Tech Lead

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## SUMMARY

I build tools that make agencies run better — and I lead the Shopify Plus builds they deliver. Custom themes, B2B portals, subscription systems, multi-market storefronts for premium DTC brands. Give me a workflow bottleneck and I'll spec the tool, build it, and ship it. I run AI across the full dev workflow — Claude Code and Codex for builds, automated QA, content pipelines.

## EXPERIENCE

### WILLA CREATIVE                                      Sep 2024 – Present

*Lead Developer · Los Angeles, CA (Remote)*

- Lead dev for an LA agency taking DTC brands from concept to commerce. Clients include SET Active, Lux Unfiltered, Barefaced, Mara Beauty, Everydae Health, and Facile Skin.
- Built the agency's internal tooling from scratch: Figma-to-Asana pipeline, proposal deck generator, agency CRM and dashboard, AI animation tool, and Figma-to-Shopify bridge.
- Established metaobject SOPs standardizing Shopify content workflows across all client builds.
- Own the full dev function: solutions architecture, AI operations, QA systems, contractor oversight, and long-term process planning.

### PEAK PERSPECTIVE MEDIA LLC                          Dec 2023 – Present

*Founder & Lead Engineer*

- Independent Shopify consultancy focused on retainer partnerships with premium DTC ecommerce brands.
- Full-scope digital engagements — strategy, CRO, theme development, platform migrations — for adventure, travel, and conservation clients.

### SLEEPLESS MEDIA                                     Nov 2021 – Sep 2024

*Shopify Plus Developer*

- Grew from front-end developer to Shopify Plus architect over nearly four years. Led builds for Wild West Chocolate, SHREDLY, and Quiet Owl.
- Shipped web animations that became a studio differentiator. Managed platform migrations and complex Liquid integrations.
- Refined the team's development methodology and introduced Shopify Plus workflows that scaled across projects.

### SOLID CREATIVE                                      Feb 2018 – Nov 2021

*WordPress Developer*

- Managed 50+ WordPress and WooCommerce sites. Handled design, SEO, site migrations, and client development.

### MRD CREATIVE AGENCY                                 Aug 2018 – Aug 2022

*Motion Designer*

- Produced motion graphics and social media content. Combined 2D animation with brand strategy across client campaigns.

## SKILLS

### TECHNICAL

Shopify Plus · Liquid · Checkout Extensibility · Shopify Functions · B2B Wholesale · Subscription Architecture · Multi-Market & Localization · JavaScript · TypeScript · Node.js · HTML/CSS · Git · REST APIs · GraphQL · Figma · Adobe CC · 2D Motion Design

### TOOLS & LEADERSHIP

Claude Code · Codex · Agentic Engineering · MCP Integrations · AI Workflow Automation · Asana · GitHub · Shopify CLI · Agency Pipeline Design · QA & Code Review · Cross-Functional Collaboration · Product Thinking

## EDUCATION

**University of Nevada, Reno**                          2019 – 2022

*B.S.E. in Computer Science & Engineering (credits completed)*

**School of Motion**                                   2020

*VFX, Animation, Design & Illustration*