



Gabriel Pérez

Technical Project Manager, eCommerce · Digital product mindset

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PROFILE

Technical Project Manager, eCommerce, with a digital product mindset and **140+ stores implemented** on Shopify and PrestaShop for **B2B and B2C** companies: wholesalers and distributors selling to other businesses, and brands selling direct to consumers. I own each project end to end: I scope what the business needs, define the solution, coordinate deliverables, validate every feature and support go-live and team training. When the platform falls short, I build the solution: Shopify apps, custom themes, PrestaShop modules, integrations and automations. Shopify-certified in translating business requirements into technical solutions.

EXPERIENCE

Web Implementer (Technical Project Manager, eCommerce)

Mar 2021 – present

Wualá — eCommerce Agency · Córdoba, AR

- Own the full eCommerce project cycle: kick-off, planning, mockup, development, training, validation and go-live.
- Gather needs with clients and translate them into functional requirements and technical solutions; coordinate deliverables through to production.
- Technical support to the designer (feasibility and scope) and build-out of the approved prototype into a live store.
- Implementations for B2B companies (wholesalers and distributors) and B2C brands (direct-to-consumer), including international brands such as Samsung Insumos (ES), TotalEnergies (AR and PR), Miele (ES) and Mafer (ES).
- Solve platform limitations with custom development: Shopify apps (React Router v7, Admin GraphQL, Storefront API), Horizon themes and PrestaShop modules (PHP 8.3, PSR-4), plus API integrations and automations.
- Online training for SMB owners and their teams to adopt and run their eCommerce autonomously.

Freelance Web Designer

Feb 2016 – Mar 2023

Monosaurio MKT · Argentina

- Web projects for my own clients, from brief to delivery: discovery, design, development and launch.

Design — Postgraduate & Continuing Education

Feb 2017 – Aug 2021

Universidad Blas Pascal · Córdoba, AR

- Design and content management for postgraduate and continuing education programs.

Community Manager

Sep 2018 – Feb 2019

Universidad Blas Pascal · Córdoba, AR

- Community and institutional social media management.

HOW I WORK

Always learning	I moved from design and communication into development on my own, earned a Shopify certification in 2025 and work with AI agents (Claude Code, Codex) every day.
Ownership	I take each project from start to finish and don't call it done until it runs in production and the client can operate it on their own.
Bridge between teams	I speak business, design and development, translate between them and explain technical topics to non-technical people.
Solve, don't escalate	When something doesn't exist, I build it: my own apps, modules and tools all started from real client problems.

SELECTED PROJECTS

- El Solucionador (Cerroclor)** — Wizard that diagnoses pool problems and builds the cart with the right products. Shopify, metaobjects, Storefront API, Horizon.
- Rocketpics** — Shopify app that replaces product-by-product image uploads with bulk import by SKU. React Router v7, Prisma, Polaris, GraphQL.
- Puntos de Retiro (Cerroclor)** — Shopify app to choose branch pickup or home delivery before checkout: branch admin, storefront map and a function that hides the shipping method that doesn't apply.
- ZIMI** — Own brand: Shopify theme from scratch and a POS to sell at fairs with the same catalog.
- App Inmobiliaria** — Desktop app for real-estate agencies: properties, rentals, sales and collections on a local database, with due-date alerts, reports and backups. Electron, React, TypeScript, SQLite.

SKILLS

Product & delivery	Requirements gathering · Solution definition · Project management · Functional validation · Client coordination · Go-live · Training & adoption
Shopify	Custom apps · Themes from scratch (Horizon) · Shopify CLI · Admin GraphQL · Storefront API · App Bridge · Flow · Metaobjects
PrestaShop	Custom modules · PHP 8.3 · PSR-4 · OOP · Legacy migration
Tienda Nube	Catalog · Storefront
Own stack	Node.js · React · Next.js · Prisma · Supabase · Electron · Python (AI image processing) · Core Web Vitals
AI & workflow	Git · Claude · Claude Code · Claude Design · Codex · coworker-type agents

CERTIFICATIONS

Solution Planning Fundamentals
Shopify · Verified Skill Badge: translating business requirements into technical solutions. Issued Jun 2025, valid until Jun 2027. Verifiable on Credly.

EDUCATION

Diploma in Digital Marketing
Universidad Blas Pascal (UBP) · 2018

BA in Audiovisual Communication
Universidad Blas Pascal (UBP) · 2011 — 2013 · 2 years completed