

Giovanni Suarez

Web developer. Ecommerce systems and digital products.

Code, interfaces, and expression — Past, Present, Next.

ABOUT

I build web systems that [ship, scale, and evolve](#).

My work is centered on ecommerce, especially Shopify, but extends naturally into digital products, catalogs, personal sites, and lightweight web applications. I focus on how systems are built, how interfaces behave, and how code holds up over time.

I've been building on the web long enough to have seen multiple platform shifts — I'm exploring, testing, and building toward what's next.

WHAT I WORK ON

Most of my work falls into a few overlapping areas.

Ecommerce systems

Shopify-based systems designed to sell, scale, and adapt.

PLATFORMS & TOOLS:

Shopify, checkout flows, Rebuy, Klaviyo, subscriptions, analytics integrations

Digital products

Web-based products, tools, and internal systems.

TECHNOLOGIES:

React, Next.js, lightweight web apps, interactive tools, product interfaces

Front-end development

Interfaces that feel fast, clear, and intentional.

FOCUS AREAS:

HTML, CSS, JavaScript, component-driven UI, interface logic, user experience

System design

Structure that holds up over time.

PRINCIPLES & CONCERNs:

Performance, accessibility, maintainability, scalability, long-term evolution

Platforms & workflows

Modern tooling for building and shipping on the web.

STACK & PROCESS:

GitHub, Vercel, AI-assisted development (Cursor), iterative and component-based workflows

Content & CMS work

For projects where content and editorial structure matter.

PLATFORMS:

WordPress, custom themes, CMS-driven sites, migrations and long-term maintenance

CODE, INTERFACES, AND EXPRESSION

I see the web as both a technical platform and a creative medium.

- Code defines structure.
- Interfaces shape behavior.
- Good systems connect structure and behavior into experience.

PAST, PRESENT, NEXT

Past

Around 12 years old, a black-and-white TV and a [Sinclair ZX-81](#) became my first development environment. Writing BASIC, I discovered that logic could shape outcomes — that a simple rule could decide what was possible and what wasn't. That's when code stopped feeling abstract and started feeling fun.

That curiosity turned into my first professional work building educational games for McGraw-Hill in Bogotá, Colombia. Interactive CD-ROMs shipped with textbooks, designed to teach math and history through play. It was an early lesson in software as both system and creative medium.

From there, I moved into agency work and later into freelancing, collaborating with teams and clients across the US, Latin America, and Europe. Over time, the work grew from individual projects into larger systems — and from local work into global collaboration.

Present

I build and maintain production ecommerce systems and digital products.

This work lives where decisions matter: storefronts, checkout flows, catalogs, and applications. Performance, UX, and reliability aren't abstract — they're felt immediately.

Much of my work is with CPG brands, many based in California. Small teams. Real products. Clear intent. I stay close to the code and close to the product, shaping systems that are designed to evolve.

I've worked with brands like [Waay](#), [Grüvi](#), [Dermasensa](#), [Malie](#), [Just Ice Tea](#), [Westcove](#) among others — Building digital foundations that support the brand — and the hype around it.

Next

AI-native development.

Vibe-coding.

A technical background meeting intuition and flow in code.

Tools that collapse the gap between idea and execution.

A developer's role defined less by syntax, more by architecture and insight.

I believe in [vibe](#) — not as something vague or aesthetic, but as intuition and flow while building code.

HOW I WORK

COLLABORATION AND TEAMWORK

I've worked across agencies, product teams, and direct client relationships. That range made collaboration a core part of how I work.

I'm comfortable joining existing teams, sharing context early, and keeping communication close to the work. Most collaboration happens where the work lives — in Slack for day-to-day flow and GitHub for code, reviews, and iteration.

The goal is simple: [reduce friction, keep momentum, and build systems together](#).

RECENT WORK

Waay

ECOMMERCE

A complete Shopify build for a modern sparkling protein drink brand. Custom architecture, Amazon connection, Klaviyo, social feeds, and accessibility work — designed to feel fast, expressive, and on-brand.

Shopify Rebuy Klaviyo Amazon

Accessibility

Grüvi

ECOMMERCE

Full Shopify build for a non-alcoholic beverage brand with a strong DTC presence. Payments, subscriptions, Klaviyo, and social integrations — set up to support growth and repeat purchases.

Shopify Subscriptions Klaviyo Analytics

Performance

Just Ice Tea

ECOMMERCE · CATALOG

A full Shopify redesign focused on storytelling and product narrative. Custom sections and Klaviyo integration built around communicating the brand's values, ingredients, and product story — with a catalog-style experience and store finder instead of direct checkout.

Shopify Liquid Custom Sections Klaviyo

Store Locator

Westcove

WORDPRESS

Complete website design and build for a healthcare investment firm. Structured around clarity, security, and a premium institutional feel.

WordPress PHP Custom Theme

Malie

ECOMMERCE

Full Shopify redesign for a Hawaiian-rooted organic brand spanning body care, skincare, fragrances, and home products. Modernized the storefront and core components, improving performance and experience while preserving the brand's island-inspired sensibility and botanical storytelling.

Shopify Custom Theme UI Modernization

Performance

Dermasensa

ECOMMERCE

Custom Shopify work focused on content and education. Built dynamic blog filters, ingredient glossary, and custom UI components to support product discovery.

Shopify Custom Features UX Optimization

Performance

Let's build something.

If you're building something digital, I'd love to work with you. If you're building an ecommerce business, a digital product, or a modern web presence — and want to work with a developer who understands systems, interfaces, and scale.

Send a message

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