

# 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

Clear structure over noise

Small, composable systems

Code that survives iteration

Interfaces that respect users

## 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

### Just Ice Tea

ECOMMERCE · CATALOG

A full Shopify redesign focused on storytelling and product narrative. Custom stories 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

### Mālie

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

### 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

### Dermasensa

ECOMMERCE

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

Shopify

Custom Features

UX Optimization

# Let's build something.

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

EMAIL DIRECTLY

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