Gencer Karakaya

Shopify App Developer

Shopify Apps · React · Remix · TypeScript · Node.js · Headless Commerce

---

Ankara, Turkey · Remote gencerkrky@gmail.com +90 539 818 57 88 linkedin.com/in/gencerkarakaya

github.com/gencerkrky

Summary

Shopify App Developer with 7+ years in the Shopify ecosystem and 4 public apps live on the Shopify App Store, built and run as founder and developer. Builds embedded apps in React, Remix / React Router and TypeScript with Polaris and App Bridge, backed by Prisma and PostgreSQL, BullMQ and Redis job queues, and the Admin GraphQL API, webhooks, metafields and metaobjects. Also ships Theme App Extensions, headless Hydrogen storefronts and multi-provider AI features (OpenAI, Anthropic, Gemini), tested with Vitest and Playwright. A background of 65+ Shopify stores means apps are designed around how merchants actually run their shops.

Career highlights

- ✓ 4 public apps live on the Shopify App Store, listings in 7 languages
- ✓ 10+ public and custom apps developed
- ✓ 7+ years in the Shopify ecosystem (since 2019)
- ✓ 20+ third-party and custom integrations
- ✓ 65+ Shopify stores delivered
- ✓ Embedded app stack: React, Remix, TypeScript, Polaris, Prisma, PostgreSQL

Products I built (founder and developer)

Shopify

- **BlogPilot AI** · AI-powered SEO content generation and blog automation platform for Shopify merchants. Stack: Remix, Polaris, Prisma, PostgreSQL, OpenAI / Anthropic / Gemini. apps.shopify.com/blogpilot-ai
- **AgentRank** · Audits how visible a Shopify store is to AI search engines (GEO) and returns concrete improvements. Stack: Remix, Polaris, Prisma, PostgreSQL, BullMQ, Redis, Anthropic API. apps.shopify.com/agentrank-1
- **Stockcast** · Analyzes sales history to forecast stock and support inventory planning. Stack: React Router, Polaris, Prisma, PostgreSQL, Sentry. apps.shopify.com/stockcast-inventory-forecast
- **StoreRecover** · Versioned backup and restore: brings back deleted products, collections and pages with their media and metafields. Stack: Remix, Polaris, Prisma, PostgreSQL, BullMQ, Redis, Amazon S3, Sentry. apps.shopify.com/storerecover

ikas

- **AI Ads Analysis for Google & Meta** · Analyzes Google Ads and Meta Ads campaigns with AI, finds wasted budget, and returns actionable recommendations.
- **AI SEO Assistant** · Scans the store for SEO gaps and generates optimized meta titles, descriptions, product content, and keywords.
- **AI SEO & AI Visibility** · Optimizes products for Google and AI search engines like ChatGPT, Gemini, and Perplexity, and tracks AI visibility.

Selected technical projects

Shopify App Development

- Shipped 4 public apps to the Shopify App Store as founder and developer (React, Remix / React Router, TypeScript, Polaris, Prisma, PostgreSQL).
- Background job queues with BullMQ and Redis, Amazon S3 storage, Sentry monitoring and multi-provider AI (OpenAI, Anthropic, Gemini).

Headless Commerce

- Built Snow / Motion, a headless Shopify storefront on Hydrogen and the Storefront API, covered by automated Playwright end-to-end tests.

Custom Product Builder & Variant Selection

- Built configurable product builders with personalization, add-ons, advanced variant selection and dynamic product options for made-to-order DTF products.
- Implemented bundle and custom pricing logic for complex cart scenarios.

Experience

Transfer Kingdom · USA

06/2025 - 10/2026

Senior Shopify Developer

- Custom app development: built and maintained public Shopify apps and the DTF design app on the Admin API, Storefront API, webhooks, metafields and metaobjects, integrated into storefronts through Theme App Extensions and App Embeds.
- Store architecture: built the shared Online Store 2.0 component layer (sections, snippets, blocks) in Liquid, JavaScript and CSS used across the brand's storefronts, plus AJAX cart and cart drawer on the Section Rendering API.
- Developed across 2 Shopify Plus stores, 2 Shopify Grow stores, 1 DTF design app and 1 mobile app for a US DTF transfer brand.
- Rebuilt the iOS and Android shopping app with the team as a WebView app on top of the Shopify storefront (version 2.0), relaunched on the App Store and Google Play.
- Customized Shopify Markets on Shopify Plus for international selling (multi-language, multi-currency) and shipped technical SEO and GEO: JSON-LD, AI crawler access and crawlability.
- Performance engineering: improved Core Web Vitals and Lighthouse scores across storefronts by removing render-blocking resources, reworking front-end architecture and serving media from Amazon S3 and Cloudflare R2.

EZ Commerce US · USA

01/2023 - 05/2025

Shopify Developer & Marketplace Manager

- Built store-specific custom Shopify apps that automated merchant workflows, using the Admin API, Storefront API, metafields and metaobjects.
- Integrated and customized third-party Shopify apps to each merchant's requirements.
- Developed and maintained Shopify stores for brands across multiple industries.
- Customized themes and built reusable storefront components in Liquid, JavaScript, HTML and CSS.
- Developed upsell, cross-sell, bundle and product recommendation features for conversion rate optimization (CRO).
- Improved Core Web Vitals and page speed, and shipped structured data (JSON-LD), indexing and AI crawler fixes for SEO and GEO.
- Also ran Amazon, eBay and Etsy catalogs and inventory, and tracked store performance in Google Analytics, Search Console, Ahrefs and Semrush.

Regis Interactive · Turkey

05/2019 - 12/2022

Shopify Developer & Marketplace Manager

- Developed, customized and maintained Shopify stores for clients across different industries.
- Customized Shopify themes in Liquid, JavaScript, HTML and CSS and implemented storefront features to client requirements.
- Integrated Shopify apps and managed products, collections and store content.
- Delivered SEO and performance work: metadata, Schema Markup, site structure and Core Web Vitals.
- Also managed Amazon, eBay and Etsy operations, Google Ads and Meta Ads campaigns, and Klaviyo email automation, measured in Google Analytics and Search Console.
- Worked directly with clients from development and testing through production deployment.

Technical skills

Shopify Apps & Headless

React, Remix, React Router, TypeScript, Node.js, Polaris, App Bridge, Prisma, Hydrogen, headless commerce, public and custom apps

APIs & Integrations
GraphQL, REST, Admin GraphQL API, Storefront API, Webhooks, ERP / CRM / PIM integrations, Postman

Testing, Infrastructure & Tools
Vitest, Playwright, Git, GitHub, GitHub Actions, CI/CD, Cloudflare Workers, Amazon S3, Cloudflare R2, Figma

Shopify & E-commerce
Liquid, Online Store 2.0, Shopify Plus, Shopify Markets, Shopify Functions, Checkout Extensibility, Section Rendering API, Theme App Extensions, App Embeds, App Proxies, Metafields, Metaobjects, Webhooks, Shopify CLI, Theme Check

Frontend
JavaScript (ES6+), TypeScript, HTML5, CSS3, Tailwind CSS, Web Components, AJAX Cart, Cart Drawer, Vite

Performance
Core Web Vitals, Lighthouse, theme optimization, render-blocking resource reduction, image and asset delivery

SEO & GEO
Technical SEO, Schema Markup, JSON-LD, structured data, indexing and crawlability, llms.txt, AI crawler optimization, AI search visibility

7 Shopify Academy certifications · Credly verified

- Introduction to Shopify Liquid
- Liquid Optimization for Theme Development
- Shopify Plus Certifications
- Shopify 101 & Cross-Border Sales
- POS, Retail & Shopify Plus Fundamentals
- Data & Analytics 101 · Marketing · Merchants
- Product Development Opportunities

Education

Akdeniz University · Associate Degree in Accounting

Languages

Turkish · Native

English · Professional working proficiency in technical reading and writing; basic conversational proficiency