Contact

stefanmaric.zr@gmail.com

www.linkedin.com/in/stefanmaricrs (LinkedIn)
linktr.ee/maric_st_dev (Portfolio)

Top Skills

Shopify Plus
Back-End Web Development
GemPage

Stefan Maric

Front End Developer | Shopify & E-commerce Optimization Specialist
Serbia

Summary

I am a dedicated Front-End & Shopify Developer with 5+ years specializing in building visually consistent, high-performing, and conversion-focused e-commerce experiences. I excel at custom theme development (Liquid, HTML, CSS, JS) and leveraging page builders (Replo, Instant, Webflow) to deliver measurable improvements in load speed, retention, and CTR. I thrive in fast-paced environments where the focus is on optimizing the store front for higher sales targets.

Experience

Koderium
Co-Founder
December 2025 - Present (11 months)
Zrenjanin, Vojvodina, Serbia

Upwork
Shopify Developer
June 2021 - Present (5 years 5 months)

- Consistently delivered user-friendly, clean, and scalable website interfaces leveraging HTML, CSS, and JavaScript.

- Successfully utilized a broad range of CMS and site builders, including Shopify, WordPress, Replo, Framer, and Unbounce, to meet diverse client requirements.

Happy Mammoth
Shopify Developer
April 2026 - October 2026 (7 months)

Built and optimized high-converting product pages, landing pages and advertorials across multi-region Shopify stores (US, EU, AU) for a fast-growing natural health brand. Introduced and drove adoption of Instant Page Builder alongside GemPages, expanding the team’s page-building

workflow. Implemented Figma designs accurately with Liquid, HTML, CSS and JavaScript, delivered custom components and app/tracking integrations, and troubleshot performance issues in a complex D2C environment.

heylander
Front End | Shopify Developer
May 2024 - November 2025 (1 year 7 months)
Belgrade, Serbia

- Custom Shopify Liquid development for advanced functionality, resulting in a significant increase in load speed and improved user flow for client 'Toty'.

- Built and deployed responsive landing pages across Replo, Instant, Webflow, and Framer to support A/B testing and marketing campaigns, demonstrably improving conversion rates for 'Mojo & Sassy Saints'.

- Optimized existing stores by integrating core analytics and marketing tools, including Meta Pixel, Klaviyo, and GA4, ensuring full tracking consistency for marketing spend.

- Delivered mobile-first campaign pages for 'Seatopia' via Instant Page Builder, ensuring optimal performance and cross-browser compatibility across all devices.

- Executed a custom Liquid template customization for 'Rosafa' to establish a unique, premium visual identity, improving brand alignment and perceived value.

wollson
Frontend Developer
June 2021 - April 2024 (2 years 11 months)
Belgrade, Serbia

- Developed visually appealing, responsive, and user-friendly interfaces, contributing to the delivery of innovative front-end solutions.

- Collaborated effectively with design and back-end teams on projects involving Unbounce, Shopify, Framer, Shogun, and Replo to ensure seamless cross-browser and platform compatibility.

BLDR Group
Graphic Designer
November 2019 - February 2022 (2 years 4 months)

Miami, Florida, United States

Graphic Designer

Working closely with Real Estate agents to bring their stories to life. One of my job responsibilities is to design a variety of creative assets such as logos, social media content, email templates, etc.

Partnering with the social media team to create visually appealing content, which improved the number of followers on Facebook and Instagram. Contributed to traffic increase and the number of new users on the websites.

Also, I create logo designs, social media assets, and other branding elements for the agents across the “Compass” in Florida.

Digi Brand Studios

Graphic Designer

March 2018 - December 2018 (10 months)

Created a number of Logo Designs, Branding, UI/UX, Social Media Assets.
Worked closely with the product development team to create print package design.
Designed print materials such as brochures, flyers, and posters.