

Vaibhav Yadaram

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Experience

Shopify — Software Engineer, Growth

January 2024 - Present • Toronto, ON

Developing LLM-assisted signups on the Shopify mobile app to help prospective merchants achieve their first sale in within minutes, using React Native, TypeScript, Ruby on Rails and GraphQL

Developed a signup flow on the Shopify mobile app with integrated plan selection and checkout, leading to a ~40% increase in conversions

Engineered the Store Migration App, a first party Shopify app and ETL pipeline in Typescript, Remix and Prisma to help prospective merchants migrate from competing platforms to Shopify, decreasing import times by over 90% compared to legacy shop migration tooling

Developed features to drive retail activations; like guided onboarding, incentive redemption flows and human-assisted intervention

Emdash — Partner & Software Engineer

January 2020 - Present • Toronto, ON

Founded a freelance practice, developing and designing web products ranging from storefronts to marketing pages. Select clients include: [NBA](#), [Mark Seekings](#), [Yaar](#), TD Bank

Italic — Software Engineer, Frontend

June 2022 - July 2022 • Remote

Developed an account cancellation and member retention flow to replace third party software, saving ~\$20,000 in fees annually, using React, Next.js, Typescript, Tailwind and GraphQL

Engineered and led a refactor of “product review creation” experience; reducing user error, reducing customer service requests, improving speed and reducing module size by 40%

Italic — Software Engineer Intern, Frontend

May 2021 - August 2021 • Remote

Developed the Italic marketplace [storefront](#) from scratch, building high traffic surfaces serving ~500,000 monthly visitors, including: product details pages, product reviews, user onboarding and referrals; built using React, Next.js, TypeScript, Tailwind, GraphQL and GSAP

Authored the initial component library using Tailwind and TypeScript for the [italic.com](#) storefront, including 20+ extensible, reusable and accessible React components

Shopify — Data Developer Intern

January 2021 - April 2021 • Remote

Developed the Grid, a proprietary internal business intelligence tool enabling Shopify's C-Suite and 500+ person data science organization to oversee company-wide metrics and detect anomalous trends, using TypeScript, React, Chart.js and GraphQL

Engineered “Chart Context”, a backend model in Ruby on Rails and interactive UI overlaid on charts to expose annotations on anomalous data, improving user understanding of data

Engineered chart interactions, a collection of React components and UI elements to improve chart visibility and usability through pointer interactions

HXOUSE — Software Developer Intern, Frontend

May 2019 - August 2019 • Toronto, ON

Designed, developed and launched [hxouse.com](#), using Figma, React, Gatsby and GSAP; exceeding 27,000 views upon launch and receiving the mobile excellence award and an honourable mention from [Awwwards](#)

Projects

Cipher — Co-founder

April 2015 - September 2017 • Toronto, ON

Raised \$65,000+ in grant and sponsorship funding to launch several multi-day hackathons and 50+ programming workshops servicing 1000+ high school students across the Greater Toronto Area

Skills

Languages: TypeScript, JavaScript, Ruby, HTML/CSS, SQL — **Tools & Technologies:** React, Remix, Next.js, React Native, GraphQL, Jest, Ruby on Rails, Prisma, Tailwind, Git, Graphite, Figma

Education

Ryerson University — Bachelor of Science in Computer Science (Honours)

2017 - 2022 • Toronto, ON

Select Coursework: Human Computer Interaction, Data Structures, Algorithms, Computer Networks, Database Systems

Activities: Lead Web Developer for Women in Computer Science, Ryerson