

Casey Hsu

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PROFESSIONAL SUMMARY

Full-Stack Web Developer with client-facing experience building production websites for e-commerce, agency, and retail businesses across WordPress, HubSpot Content Management System (CMS), and Shopify. Contentful Certified Professional with expertise in headless CMS architecture, personalization, and API-driven workflows. Delivers responsive, performant web solutions using JavaScript, React.js, Node.js, and modern DevOps tooling including Docker and Continuous Integration/Continuous Delivery (CI/CD) pipelines. Collaborates with designers in Figma and manages projects in Jira. Career-changer bringing 9 years of team leadership into Agile software delivery.

SKILLS

Languages: JavaScript (ES6+), TypeScript, HTML5, Cascading Style Sheets (CSS3), Java, Python, C#

Front-End: React.js, Next.js, Astro, WordPress (Elementor), HubSpot CMS (HubL), Shopify (Liquid), Responsive Design

Back-End: Node.js, Express.js, Spring Boot, ASP.NET, RESTful API Design and Integration

Databases: MongoDB, MySQL, PostgreSQL

CMS / DXP: Contentful (Certified), HubSpot, WordPress, Shopify

DevOps & Tools: Docker, Git, GitHub, GitHub Actions, Microsoft Azure, Jira, Figma, Postman, CLI, AI Agents

Methodologies: Agile/Scrum, Headless Architecture, Personalization, Search Engine Optimization (SEO)

WORK EXPERIENCE

Web Developer

2024 – Present

Atelier Dacko — WordPress / Shopify (Current)

- Built a 12-page re-branding website for a custom jewelry brand using WordPress and Elementor, delivering a responsive product showcase with optimized page speed and SEO metadata
- Currently migrating the site to Shopify to launch an e-commerce storefront for a new jewelry collection, building custom Liquid templates, product catalog, and Stripe payment integration

NeurativeAI — HubSpot CMS

- Developed a custom HubSpot theme with 8 pages for an AI-focused agency, managing the migration from a legacy theme to a new custom build with reusable HubL modules and custom CSS/JavaScript components
- Configured Google Tag Manager analytics and improved page load speed by 30%, achieving 90+ Google PageSpeed scores through image optimization, lazy loading, and caching configuration

Geeked Out Goods — Shopify

- Built Shopify components and custom Liquid templates for a vintage gaming retailer, implementing product display modules and collection page layouts
- Executed JSON data migrations to restructure product catalog data and performed security hardening and technical SEO audits
- Containerized dev environments with Docker and configured CI/CD pipelines via GitHub Actions across client projects, integrating REST APIs (Stripe, HubSpot CRM) and deploying to AWS and Azure

CERTIFICATIONS

Contentful Certified Professional — Contentful

October 2025

Verified Skill Badge: Personalization — Contentful

October 2025

EDUCATION & ADDITIONAL EXPERIENCE

Computer Programming and Analysis — George Brown College, Toronto, ON

April 2024

- Dean's List (all terms) | Coursework: Machine Learning, Data Structures and Algorithms, Enterprise Java, Spring Boot, ASP.NET, Full-Stack Development

Team Lead, Culinary Operations

2015 – 2024

Led teams of 5–20 for 9 years. Expertise in deadline management, process optimization, and communication applied to Agile delivery.