

Charlie Caro

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Profile

Front-End Engineer with deep experience building scalable, high-performance, and user-centered digital experiences. I specialize in bridging engineering and design by creating intuitive, visually refined interfaces while maintaining strong architectural foundations, accessibility standards, and performance optimization. I thrive in environments where creativity, technical rigor, and measurable business impact intersect.

Work Experience

Prismfly – Shopify Lead Engineer Jan. 2024 - present

- Lead the architecture and development of custom Shopify themes, implementing scalable, component-based systems to support long-term maintainability and rapid iteration.
- Introduced the “Kitchen Sink” component-driven approach for Shopify themes, reducing development overhead by approximately 30% across subsequent site rebuilds.
- Serve as technical lead across multiple projects, scoping work, defining technical direction, and maintaining direct communication with clients to ensure alignment and successful delivery.
- Manage, mentor, and onboard a team of developers, providing guidance through code reviews, technical planning, and best practices to improve team productivity and cohesion.
- Led high-impact e-commerce launches, including Primal Kitchen, achieving measurable post-launch results:
 - Growth in first-time buyers: +16%
 - Purchase revenue: +33%
 - Average revenue per active user: +40%

Wonderful.io – Shopify Engineer Jan. 2023 - Nov. 2023

(Shopify development team sunset as part of company restructuring)

- Served as the lead front-end Shopify engineer across multiple e-commerce projects, owning theme architecture, custom feature development, and implementation strategy.
- Designed and developed a single-page application using React, Supabase, and Prisma, deployed on Vercel, supporting internal tools and custom workflows.
- Led UI/UX audits to identify usability, accessibility, and performance improvements, and designed new interface components in Figma to support enhanced user experiences.
- Mentored junior developers by providing technical guidance, code reviews, and best-practice recommendations, contributing to overall team growth and delivery quality.

Tasty Studio – Web Developer Apr. 2021 - Dec. 2022

(Company ceased operations)

- Developed custom WordPress websites using Vue.js, Twig, and Tailwind CSS, delivering scalable, modern front-end architectures across multiple client projects.
- Led the front-end development of a Shopify e-commerce project, owning implementation decisions, theme customization, and integration of commerce functionality.
- Collaborated with higher education organizations to deliver complex, requirement-driven web features, balancing accessibility, performance, and content management needs.
- Translated Figma design files into pixel-perfect, responsive code, ensuring visual fidelity and a seamless user experience across devices and browsers.

321 The Agency – Front-End Engineer Feb. 2019 - Mar. 2021

- Introduced MJML, a React-based email framework, reducing email development time by approximately 50% while improving consistency and maintainability across campaigns.
- Collaborated closely with the design team to define and implement dark mode best practices, improving accessibility and

visual consistency across multiple web projects.

- Developed fully custom WordPress and WooCommerce websites using Twig and Sass, translating complex designs into scalable, performant front-end implementations.
- Maintained and extended a custom Laravel application integrated with Campaign Monitor webhooks, supporting automated notifications and marketing workflows.

Agile Element – Jr Front-End Engineer Jul. 2018 - Jan. 2019

(Company ceased operations)

- Developed custom marketing websites and landing pages using WordPress, collaborating with designers to translate visual concepts into responsive, production-ready front-end implementations.
- Contributed to both front-end and back-end development using PHP (Composer), Node.js (NPM), and MySQL, supporting dynamic content and site functionality.
- Participated in full development workflows including building, testing, debugging, and troubleshooting, while adhering to best practices and coding standards.

Education

University of Central Florida / Orlando, FL – MS in Computer Science *Specialization in Mixed-Reality (VR & AR)*

St. Thomas University / Miami Gardens, FL – BS in Computer Science *Cum Laude, Commencement Speaker*

Technical Skills

Proficient Languages and Frameworks JavaScript, React, Vue, TypeScript, NextJS, Supabase, Prisma, TailwindCSS

Knowledgeable Languages and Frameworks Strapi, WordPress, Shopify

Tools Git, Bash, HTML, CSS, Linux, Forge, Vercel, Notion, Figma, AdobeXD