

Brett Aiello

Senior Full Stack Web Developer | Wordpress & Shopify Specialist

📞 +1-702-902-6843 📧 brettaiello@gmail.com 🌐 brettaiello.com 🌐 Las Vegas, NV

SUMMARY

Passionate web developer & designer with 18+ years experience building fast, scalable, and modern digital properties. I combine strong UI design skills with deep technical expertise to create custom WordPress themes & plugins, Shopify storefronts, and data-driven solutions that help brands grow.

View my portfolio highlights at brettaiello.com

EXPERIENCE

Contract Web Developer and Designer

💻 2016 - 2026 🌐 Remote

- Executed and contributed to full stack web development projects, with an emphasis on front-end UI/UX design and development using popular web technologies and tools (WordPress, React, Shopify, Vue, etc.).
- Led website design projects from concept to launch for a variety of companies, including Intel, Tesla, GQ, and Red Baron Pizza

Senior Shopify Developer

Schwans Company

💻 10/2022 - 10/2025 🌐 Minneapolis, United States

- Architected and customized high-performance Shopify storefronts for Pagoda Snacks, Freschetta Pizza, and Bibigo, focusing on optimized user journeys and increased conversion rates.
- Managed full e-commerce migrations to Shopify, including data mapping, theme rebuilding, and SEO-safe URL structures to preserve ranking and traffic.

Director of Web Development

Thirty Five Ventures

💻 10/2020 - 08/2024 🌐 New York, United States

- Oversaw all web and mobile experiences across a variety of products and brands.
- Responsible for developing, designing, and maintaining all production code and assets in a LAMP environment with WordPress.

Head of Technical

Catena Media

💻 10/2018 - 02/2020 🌐 Las Vegas, United States

- Developed, maintained, and optimized 30+ high-volume national WordPress sites.
- Managed large teams of WordPress developers and SEO specialists to drive traffic and increase conversions across properties.

Senior UI Developer/Designer

YourMembership, Inc. (Formerly Digital Ignite)

💻 05/2013 - 05/2017 🌐 Chicago, United States

- Developed proprietary prototypes of online learning applications and dashboards with Intel, McGraw Hill, Best Buy, and other clients.
- Designed and coded large-scale user experiences for modern portals, dashboards, and testing engines.

EDUCATION

Bachelor's Degree in Business Administration

California Polytechnic State University (Cal Poly)

📍 San Luis Obispo, United States

SKILLS

Core Technologies

Javascript, PHP, HTML5, CSS3, MySQL, GIT, Liquid, jQuery, Rest APIs,

Software & Services

Photoshop, Figma, VSCode / Sublime, GA4, AB Testing (Optimzely, VWO), Cloudflare

Frameworks / CMS / LMS

Wordpress, Shopify, Vue.js, WPGraphQL, Bootstrap 5, Laravel (foundational knowledge)

STRENGTHS

Core WordPress Development

Expert in building custom WordPress themes and plugins with clean, scalable architecture and long-term maintainability.

API Integrations

Experienced in integrating REST and third-party APIs to connect CMS platforms with analytics, CRMs, e-commerce, and external data services.

Modern Frontend Design

Strong eye for pixel-perfect UI design with a focus on modern UX, responsive layouts, accessibility, and performance.

Analytics & Optimization

Proven ability to optimize front-end and back-end performance, improving load times, Core Web Vitals, and overall site stability.