

Brett Aiello

Senior Full Stack Web Developer | Wordpress & Shopify Specialist

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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 (Optimizely, 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.