

Omar Hassan

Senior E-Commerce Specialist | Shopify · Salla · Zid · WooCommerce

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PROFESSIONAL SUMMARY

Senior E-Commerce Specialist and Shopify Partner with 6+ years building and growing stores on Shopify, Salla, Zid and WooCommerce, with 50+ stores delivered and SAR 8M+ in combined sales. Currently leads the online channel of a Riyadh fashion retailer with 7 branches, including its UI/UX and Flutter mobile app. A senior graphic design background drives strong UI/UX, and AI speeds up coding, visuals and daily work. Born in Saudi Arabia and lived there for 18 years, with a native understanding of Saudi and Gulf culture, customers and dialect.

CORE COMPETENCIES

Management: E-Commerce Strategy · Online Channel Ownership · Catalog & Merchandising · Pricing & Promotions · Product Launches · KPI Reporting (CR, AOV, ROAS, CPA)

Store Building: End-to-End Store Builds from Scratch · UI/UX Design · Theme Development · Flutter Mobile Apps

Growth & CRO: Conversion Rate Optimization · UI/UX & Shopping Experience · AOV Growth · Upselling & Cross-Selling · Landing Pages · On-Page SEO · Abandoned Cart Recovery · Customer Journey Analysis

Operations: Omnichannel Inventory Sync · Order Management & Fulfillment · Shipping & COD · Payment Gateways · Returns & Refunds · GCC Cross-Border · Customer Support

AI & Automation: Generative AI · AI-Assisted Coding · AI Image & Video Generation · Prompt Engineering · Workflow Automation · AI-Powered Task Planning

Soft Skills: Problem Solving · Cross-Functional Collaboration · Stakeholder Communication · Remote Team Coordination · Prioritization & Time Management · Attention to Detail

PROFESSIONAL EXPERIENCE

Senior E-Commerce Specialist

Nov 2024 – Present

Rosemet Trading Company · Riyadh, Saudi Arabia (Remote)

- Lead end-to-end Shopify growth strategy and operations for a women's fashion brand with 7 physical branches across Saudi Arabia, selling online across KSA and the GCC.
- Run daily operations: a 600+ product catalog, pricing, promotions, launches and the full order lifecycle, with inventory synced across warehouse, branches and online store, including in-store pickup.
- Designed and refined the store's UI/UX into a professional, conversion-focused shopping experience; build custom Shopify sections, landing pages and creatives in-house with Liquid, HTML, CSS and JavaScript.
- Built and published a professional Flutter shopping app for the brand on the App Store and Google Play.
- Use AI daily to work faster: AI-assisted coding, AI-generated visuals and videos, and task planning.
- Drive CRO, AOV and on-page SEO using GA4 and Shopify Analytics: funnel analysis, product page and checkout improvements, upsells and free-shipping thresholds.
- Built WhatsApp CRM automation (WhatsApp Cloud API via Commslayer and Social Lab) for order confirmations, shipping updates, abandoned-cart recovery and review requests.
- Configure shipping and payments: domestic shipping rules, GCC cross-border shipping (FedEx), cash on delivery, payment gateways, returns and refunds.
- Supervise customer service workflows and the post-purchase experience; coordinate designers and media buying on campaigns tracked by CR, AOV, ROAS and CPA.

E-Commerce Developer
Apr 2024 – Oct 2024

Al Masar Alraqmi (Digital Path) · Makkah, Saudi Arabia (Remote)

- Built, customized and launched stores for Saudi merchants on Shopify, Salla, Zid and WooCommerce.
- Implemented UI/UX improvements and custom theme sections using HTML, CSS, JavaScript and Liquid.
- Integrated payment gateways, shipping APIs and third-party apps, improving checkout reliability.

Senior Graphic Designer & E-Commerce Developer
Jan 2023 – Mar 2024

Siwaar for Digital Marketing · Riyadh, Saudi Arabia (Remote)

- Designed and built complete online stores end to end: UI/UX design, theme setup and customization, category structure, product upload and launch-ready configuration.
- Turned own UI designs into live storefronts and landing pages built for usability and conversion.
- Produced motion graphics, promotional videos and social media ad creatives for client campaigns.
- Led branding and creative direction for client campaigns across stores, social media and ads.

Senior Graphic Designer
Jan 2022 – Dec 2022

Trend Media Services · New Cairo, Egypt

- Designed digital campaigns, social media creatives and paid ad assets for leading Egyptian brands.
- Produced promotional videos and motion graphics for digital marketing campaigns.
- Managed print, OOH and retail branding materials, ensuring brand consistency across channels.

Senior Graphic Designer
Jan 2021 – Dec 2021

MAS Group · Cairo, Egypt

- Developed branding systems, corporate identity guidelines and campaign assets for print and digital channels.
- Supervised junior designers and maintained creative quality standards.

Senior Graphic Designer (Freelance)
Jun 2014 – May 2020

VANTOMDESIGN · Independent creative studio

- Ran an independent creative studio delivering branding and advertising for diverse clients.
- Designed websites and web interfaces, building the UI/UX foundation later applied to e-commerce storefronts.

TECHNICAL SKILLS

Development: Shopify Liquid, HTML5, CSS3, JavaScript, Flutter (Android & iOS), Xcode, Android Studio

Integrations: Any third-party app or API, incl. payments, shipping & logistics, WhatsApp Cloud API

Analytics & Tracking: Google Analytics (GA4), Google Tag Manager, Shopify Analytics, Conversion Tracking

Design: UI/UX Design, Motion Graphics, Video Editing, Brand Identity, Ad Creatives

TOOLS

Platforms: Shopify, Salla, Zid, WooCommerce, Amazon.sa, Google Merchant Center, WordPress, Elementor

AI Tools: ChatGPT, Claude, Gemini, Cursor, GitHub Copilot, Midjourney, Magnific (Freepik)

Payments & Shipping: Tabby, Tamara, Mada, Apple Pay, Aramex, SMSA, FedEx

Ads & Pixels: Meta Ads, TikTok Ads, Snapchat Ads, Meta Pixel & Conversions API, TikTok Pixel, Snapchat Pixel

CRM & CX: Klaviyo, WhatsApp Business Platform, Commslayer, Social Lab, Judge.me, Loox, Tidio, Crisp

Design: Adobe Photoshop, Illustrator, InDesign, Premiere Pro, After Effects

Office: Microsoft Excel, Word, PowerPoint, Google Sheets, Google Docs

EDUCATION & CERTIFICATIONS

Bachelor of Science (Honours) in Information Technology
Limkokwing University of Creative Technology, Cyberjaya, Malaysia | Oct 2016 – Jun 2019

Software Engineering Intern
Nokia, Egypt | Nov 2018 – Feb 2019

Shopify Partner (Shopify Partner Program) · **Create Your E-Commerce Store with Shopify** (Coursera)

LANGUAGES

Arabic: Native (Egyptian, Saudi and Gulf dialects) · **English:** Advanced (professional working proficiency)