

Pham Dinh Tuan Anh

Magento Developer | E-commerce Developer

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I'm a Software Engineer specializing in Adobe Commerce (Magento 2), Wordpress / WooCommerce and Shopify, with 5+ years of experience building, upgrading, and optimizing high-traffic storefronts. I've delivered up to 85% faster feature performance, significantly reduced page load times, and automated complex data flows with NetSuite, Yotpo, and Klaviyo. My strengths include performance tuning (Elasticsearch, caching), secure integrations (payments, APIs), and scalable delivery with Docker and Git. I'm passionate about UX, reliability, and applying AI/automation to accelerate development and delivery.

Work Experience

Anothemes.vn - Full-Stack Developer & Team Lead

10/2025 - present, Nghe An, Vietnam

Naso - Full-Stack Developer & Team Lead

3/2025 - 9/2025, Nghe An, Vietnam

Freelancer

3/2023 - present

SmartOSC - Adobe Commerce (Magento 2) Developer

03/2022 - 03/2025, Hanoi, Vietnam

BSS Commerce - Magento Developer

10/2020 - 2/2022, Hanoi, Vietnam

Wabi-Sabi Co., Ltd - Intern & Part-time Developer

01/2018 - 12/2019, Hanoi, Vietnam

Highlight Magento projects

Dedicated Projects (E-commerce Development)

Adobe Commerce (Magento 2) Developer | April 2023 - March 2025

- Collaborated with cross-functional teams of 4-20 members and Australian domain experts to design, develop, and enhance custom e-commerce solutions for clients in

fashion, online education, and wine industries.

- Upgraded Magento 2 to the latest versions, resolved critical bugs, and significantly improved site stability and performance.
- Designed and implemented new custom modules and API resources to support complex business requirements and workflows.
- Customized and optimized multiple payment gateways and subscription systems to ensure seamless checkout experience.
- Integrated and synchronized data with various third-party platforms including NetSuite, Celigo, Klaviyo, and others.
- Developed additional features on Shopify and BigCommerce platforms.
- **Technologies:** Magento 2, Magento Cloud, PHP, Knockout JS, Docker, Bitbucket, REST APIs, ReactJS, Remix, Shopify, BigCommerce, HTML5, CSS/LESS

UC – Wine E-commerce & Auction Platform

Magento Developer | April 2022 – March 2023

- Upgraded and restructured a Magento 2 e-commerce platform specialized in wine trading and online auction.
- Successfully migrated from Magento 2.3.1 to 2.4.4-p2, enhancing security, performance, and scalability.
- Re-architected and optimized key legacy features:
 - + Rebuilt Product Listing Page and Search functionality with improved Elasticsearch indexing and advanced filtering.
 - + Resolved complex subscription order issues and restructured auction system, improving page load speed by up to 85%.
 - + Added “Buy Now” functionality on Product Detail Page to increase conversion rate.
- Redesigned theme and One Page Checkout according to new UI/UX requirements.
- Integrated and troubleshot multiple third-party services (Yotpo, Nosto, NetSuite, Facebook, etc.).
- **Technologies:** Magento 2, Magento Cloud, PHP, MySQL, Elasticsearch, Knockout JS, jQuery, Docker, Bitbucket, HTML5, CSS/LESS

Café du Cycliste – Premium Cycling E-commerce

Magento Developer | February 2021 – February 2022

- Provided technical consultation, development, and maintenance for a premium Magento 2 e-commerce website for a French luxury cycling brand.
- Designed and developed complex custom modules integrating with Komoot Cycling & Hiking Maps:
 - + Built admin interface to manage location-based Badges.
 - + Implemented API integration for user authentication, tournament data retrieval,

- and badge unlocking logic.
- + Created My Account badge showcase with “Add to Cart” and custom shipping method.
- Developed a multilingual Shop Locator module with dynamic language switching support.
- Redesigned One Page Checkout with Express payment options (PayPal Express, Google Pay, Apple Pay via Stripe), improving user experience and checkout flow.
- Upgraded Magento from 2.3.5-p2 to 2.4.3 and resolved multiple frontend issues related to layout, JavaScript logic, and styling.
- Implemented custom validation rules for address forms and created WordPress templates as required.
- **Technologies:** Magento 2, PHP, MySQL, Knockout JS, jQuery, REST APIs, Docker, Bitbucket, HTML5, CSS/LESS

Technical skills

E-commerce Platforms	Magento 2, WooCommerce, Wordpress, Shopify
Backend	PHP, Python
Frontend	Vanilla JS, jQuery, KnockoutJS, HTML5, CSS, Less, Shopify Liquid
Database	MySQL, PostgreSQL, MongoDB, ElasticSearch
Tools	Docker, Linux, Git (Github, Gitlab, Bitbucket), n8n
Languages	Vietnamese (Native) English (Fluent in technical discussion and documentation)
Other Skills	Problem-solving, teamwork, working under pressure, adaptability, self-learning and research

Education

Hanoi University of Science and Technology

09/2015 - 07/2020, Hanoi, Vietnam

- Major: Information Technology – HEDSPI Program
- Graduated: Good