

MOUSA BATARSEH

Shopify Developer · Catalog Migrations, Data Checks, Liquid

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SUMMARY

Shopify and e-commerce developer, building and running stores since 2019. I built and ran a wholesale store on Shopify for about three years, ran catalogs of 14,000+ SKUs, led a platform migration that kept its redirects and URL structure, and now build the checks I wanted back then: tools that compare an export with a baseline before an import and return BLOCK, REVIEW or READY. I write Liquid, JavaScript and TypeScript, use Node for tooling, and test what I ship.

SKILLS

Shopify: Liquid sections and snippets, theme customization, metafields, wholesale patterns (login-gated pricing, case packs, quick order by SKU), Theme Check

Migrations and data: catalog reconciliation, redirect maps, handle and SKU integrity, CSV and XLSX imports, Matrixify and WooCommerce exports

APIs and tooling: Admin GraphQL (bulk operations, URL redirects; validated against the schema), Node.js, Git and GitHub, Vite, automated tests

Front end: HTML, CSS, JavaScript, TypeScript, React; responsive, accessible, measured with PageSpeed

Also: WooCommerce and WordPress (PHP), technical SEO, GA4 and Search Console, AI-assisted development with human review (Claude)

EXPERIENCE

Independent Web Developer, Remote, Metro Detroit

2019 – Present

Client sites and self-built tools. Full-time since July 2025.

- Built Cutover Check for this application: a synthetic 412-product migration where every count matches and 65 products still arrive wrong. Tested TypeScript engine, redirect map in Shopify's import format, Admin GraphQL export (schema-validated, not run on a store), Liquid section (passes Theme Check, not previewed). mousabatarseh.com/execution-space-proposal
- Built ChangeAtlas, which compares a Matrixify or WooCommerce export with a baseline before an import goes live and returns BLOCK, REVIEW or READY, and CSV Mapper, which maps supplier CSV and XLSX files to 12 Shopify and WooCommerce import templates with four layers of checks.
- Reviewed ten live Shopify stores from their public feeds. On one (127 products, 110 collections) I documented 10 findings, including four in-stock products returning 404 and a canonical pointing at a 404, and built 5 working tools (mousabatarseh.com/bulletproof-review).
- Built COUNTERPART, a wholesale Shopify theme demo in Liquid: case packs, quick order by SKU and pricing hidden until login (mousabatarseh.com/counterpart).

Webmaster / E-Commerce Specialist, Wild Bill's Tobacco, Michigan (200+ locations)

Oct 2024 – Jul 2025

- Ran the wholesale B2B catalog of about 9,000 products: pricing, inventory, descriptions, images.
- Sole webmaster for the group's sites, with QA before each release.

Webmaster / E-Commerce Specialist, Universal Wholesale & United Textile, Southfield, MI

Jun 2019 – Apr 2024

- Built and ran the United Textile store on Shopify for about three years: about 1,000 products, with wholesale prices hidden until login.
- Ran catalogs of 14,000+ SKUs and led a platform migration that kept redirects and URL structure intact. Organic rankings rose to Google pages 1 to 2 within the first year.
- Ran both brands' catalogs in parallel on Shopify and WooCommerce: collections, variants, pricing, images, SEO metadata and the seasonal promotion calendar.

OTHER EXPERIENCE

Route Driver (part-time, on-call), non-emergency medical transport, Metro Detroit, Jul 2025 – Sep 2026, alongside independent web work. Earlier (2013–2019): night audit at the Edwardian Hotel, San Francisco; account management and sales reporting at Shababjobs.com and Zumot Co., Amman. Languages: English, Arabic.

EDUCATION AND CERTIFICATES

B.S., Accounting Information Systems, Al-Balqa Applied University, 2016 · AI Engineering, Maestro AI Engineering, 2025–present · Web Development Fundamentals, Nucamp Detroit · Shopify and WordPress/Elementor courses, Udemy · Google Digital Marketing & E-Commerce, Coursera · Advanced Digital Marketing & Growth Strategies, Wharton Online