

Yotam Faraggi

Senior Product Engineer | E-commerce, Shopify & Integrations

Berlin, Germany · EU citizen · Authorized to work in Germany · yotamon@gmail.com · +4915776211298

[in linkedin.com/in/yotam-faraggi](https://www.linkedin.com/in/yotam-faraggi) · github.com/yotamon · Portfolio: cart-shift.com/en/portfolio

Berlin-based Senior Product Engineer with 10+ years of experience building and operating production software, with deep experience in e-commerce, Shopify, APIs, integrations, and customer-facing products. At Curalife, owned major parts of the Shopify-based commerce and digital-health ecosystem, including customer journeys, Shopify-HubSpot integrations, frontend modernization, cloud infrastructure, and a HIPAA-compliant telemedicine acquisition product that became one of the company's primary customer-acquisition and revenue funnels. Strong across React, Next.js, TypeScript, Node.js, PostgreSQL, and cloud systems, with end-to-end ownership from architecture and implementation through deployment and iteration.

— PROFESSIONAL EXPERIENCE



Founder & Senior Full-Stack Engineer CartShift Studio · Self-Employed

November 2025 - Present · Berlin, Germany

Independent full-stack and e-commerce engineering practice combining client delivery with hands-on development of production web, commerce, and AI-assisted products.

- Build and ship full-stack products and client systems using Next.js, React, TypeScript, Node.js, APIs, PostgreSQL, and modern cloud tooling, with automated unit, integration, and end-to-end testing.
- Deliver e-commerce and Shopify-focused work spanning storefront development, integrations, performance optimization, conversion-oriented improvements, and workflow automation.
- Created products including StarLinker and RightFlow, owning product definition, architecture, implementation, deployment, and iteration.



Full Stack Developer & R&D Lead Curalife

July 2021 - November 2025 · Tel Aviv

Owned major customer-facing product and platform work across Shopify commerce and digital health, spanning storefronts, acquisition funnels, frontend, backend, integrations, cloud infrastructure, and production operations.

- Owned the technical evolution of Curalife's Shopify-based e-commerce ecosystem, building and improving customer journeys, storefront experiences, Shopify-HubSpot integrations, and supporting operational workflows.
- Designed a resilient Shopify-HubSpot integration layer that reduced sync failures by 85%, improving reliability between commerce, CRM, and internal operations.
- Led frontend modernization across key commerce and acquisition journeys, improving page performance by 60% while moving core experiences to Next.js, React, and TypeScript.
- Defined, architected, and built Curalife's HIPAA-compliant telemedicine acquisition product end-to-end; it became one of the company's primary customer-acquisition and revenue funnels.



Software & Integration Developer ParagonEX

August 2019 - July 2021 · Tel Aviv Area

Built and maintained production integrations and high-traffic web systems for fintech affiliate operations.

- Built integrations between affiliate systems and core fintech platform services.
- Developed and optimized high-traffic web applications using Laravel, Sage, and WordPress with a focus on performance and maintainability.
- Improved frontend build and page-loading performance across production web properties.



E-Commerce Founder & Developer Self-Employed

April 2018 - July 2019

- Built and operated direct-to-consumer systems spanning storefronts, payments, fulfillment, analytics, integrations, and day-to-day operations.
- Gained hands-on product and commercial experience across Shopify, WordPress, customer acquisition, conversion, and e-commerce operations.



Integration Developer HOT

February 2017 - March 2018 · Israel

- Built enterprise integrations and high-throughput web services using Oracle OSB, WebLogic, IBM DataPower, and JMS queues.
- Used asynchronous messaging to connect production services and operational systems with a focus on reliability.



Integration Developer

Leumi Bank

March 2016 - December 2016 · Lod

- Developed and maintained high-availability banking integrations using IBM WebSphere ESB, IBM Integration Bus, and IBM DataPower.
- Worked on production services connecting banking systems with a focus on reliability and operational continuity.



Entrepreneur & Freelance Developer

Self-Employed

October 2014 - February 2016

- Delivered freelance web and integration projects for small businesses while taking independent product ideas from requirements through launch.



Software Developer

Elbit Systems

December 2013 - September 2014

- Contributed to real-time command-and-control software for helicopter systems using C++, COM, and VB.



Software Programmer

IDF / Mamram

March 2011 - September 2014

- Worked on integration systems connecting airborne and ground-control infrastructure, including modernization of legacy services.

TECHNICAL SKILLS

PRIMARY STACK

React · Next.js · TypeScript · JavaScript · Node.js · Tailwind CSS
· Framer Motion

E-COMMERCE, SHOPIFY & INTEGRATIONS

Shopify · Shopify APIs · Shopify storefronts · HubSpot · Stripe · REST APIs
· GraphQL · Webhooks · WordPress

PRODUCT ENGINEERING

Technical scoping · System design · API design · Product ownership
· Web application architecture · Reliability · Performance optimization

CLOUD & DATA

Google Cloud Platform · PostgreSQL · Firebase · Firestore · Docker · Vercel
· GitHub Actions

AI & AUTOMATION

OpenAI API · Claude API · LangChain · LLM-assisted workflows · AI SDK
· MCP

TESTING & QUALITY

Jest · Vitest · React Testing Library · Playwright · Puppeteer
· Unit & integration testing · End-to-end testing

EDUCATION

Basmach / Mamram

Software Development Program
Intensive software development training.
2011

Bar-Ilan University

Mathematics Program for Talented Youth
2006 - 2008

LANGUAGES

Hebrew Native

English Fluent

German Beginner