Thomas Johnstone

Software Developer · Toronto, ON

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Software developer building and running direct-to-consumer storefronts since 2021. Polyglot, strongest in TypeScript and Python, working across frontend, backend and delivery with AI-assisted, agentic workflows. Pairs engineering with the commercial side: analytics, conversion and search (SEO, AEO, GEO).

EXPERIENCE

Digital Operations, Anvil Jewellery

Mar 2026 —

- Manages the digital storefront end to end for a Toronto jewellery studio: platform, technical setup and performance marketing.
- Integrate commerce operations across the stack (inventory, order flow, fulfilment and POS sync) and automate manual processes.
- Drive discovery and conversion through technical SEO, analytics instrumentation and CRO.

Web Developer, SRTX (Sheertex)

Sept 2021 — Mar 2026

- Part of a small team that drove $100M+ in D2C revenue.
- Built and maintained headless Shopify storefronts with React, Remix, Hydrogen and GraphQL.
- Supported a multilingual storefront experience, tuned for conversion.
- Ran analytics and A/B tests on user behaviour to refine an accessible (WCAG) shopping experience.
- Bridged technical and non-technical stakeholders across cross-functional teams.

PROJECTS

Building an untitled personal project

untitled-three.vercel.app

- Fantasy basketball app for head-to-head category leagues: player values, trade impact and simulated matchup odds.
- Next.js, TypeScript, Prisma and PostgreSQL on Vercel and Supabase, with CI and performance budgets.

SKILLS

Languages	Polyglot; strongest in TypeScript, Python
AI-assisted engineering	Agentic coding, Context engineering, Multi-agent orchestration, AI code review
Frontend	React, Next.js (App Router), Remix, Shopify Hydrogen, Tailwind, Accessibility (WCAG), UX/UI design
Backend & data	Node.js and Python services, SQL and NoSQL databases, ORMs and data modelling, REST and GraphQL APIs
Delivery	CI/CD, Testing, Performance budgets, Containers, Vercel, Supabase, Git
Commerce & growth	Shopify, Analytics instrumentation, A/B testing, CRO, Inventory, fulfilment & POS integration
Search	Technical SEO, On-page, Off-page, Structured data, AEO, GEO

EDUCATION

McGill University, Double Major in Software Engineering and International Development Studies — 2021