

ADAM HEGGE

Senior Frontend Engineer (React, Shopify, CRO)

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PROFESSIONAL SUMMARY

Senior Frontend Engineer with 15+ years of experience building conversion-focused web experiences, Shopify stores, and marketing funnels used in paid acquisition and revenue-generating products. Strong background in React, JavaScript, Shopify, WordPress, and CRO, with deep experience supporting paid media teams and revenue-driven products.

PROFESSIONAL EXPERIENCE

AHDD CONSULTING LLC

Remote

Senior Frontend Engineer (Client Projects)

2013-Present

- Built high-conversion landing pages, Shopify stores, and funnel experiences used in paid acquisition campaigns across Meta, TikTok, and Google to support lead generation and subscription growth.
- Developed reusable frontend components and page systems to rapidly deploy new offers and experiments.
- Optimized UX, page speed, and layout for conversion rate improvements on subscription and lead-generation flows including mobile-first optimizations.
- Partnered closely with media buyers and marketers to support A/B testing, creative iteration, and funnel scaling.
- Maintained and extended WordPress and Shopify themes with custom JavaScript, PHP, and API integrations.

CONSUMER GENIUS

Remote

Frontend Engineer

2023-2024

- Built and optimized lead-generation funnels across multiple verticals supporting paid traffic acquisition.
- Integrated custom forms and frontend flows with third-party APIs and internal systems.
- Developed Shopify storefronts for in-house brands, including checkout customization and conversion tracking.
- Collaborated with marketing teams to ensure accurate analytics and attribution across platforms.

BLUSH WELLNESS

Newport Beach, CA

Partner / CTO (Frontend & UX Focus)

2019-2022

- Led frontend architecture and UX for multiple DTC product funnels.
- Designed and implemented landing pages integrated with Sticky.io subscription billing.
- Supported creative direction for ads and frontend experiences used in paid traffic campaigns.

- Oversaw site optimization and ongoing conversion improvements.

WHOLE GREENS CBD

Newport Beach, CA

Frontend / Full-Stack Developer

2017-2019

- Built and maintained WooCommerce storefronts and landing pages for DTC products.
- Integrated frontend experiences with Sticky.io subscription billing.
- Supported optimization and iteration of conversion-focused funnels.

PRIOR EXPERIENCE

Additional frontend and web development roles in digital marketing and e-commerce environments from 2006–2017.

TECHNICAL SKILLS

- Frontend: React, JavaScript (ES6+), HTML5, CSS3
- E-commerce: Shopify, WooCommerce, BigCommerce
- CMS: WordPress
- Tracking: Meta Pixel, TikTok Pixel, Google Analytics, GTM
- Design: Photoshop, Illustrator, InDesign, After Effects, Cinema 4D