

FOR SHOPIFY, DESIGN AND PERFORMANCE AGENCIES

Your senior Shopify developer, under your brand.

Theme builds from Figma, complex Liquid and JavaScript, B2B logic, CRO implementation and tracking. Ten years inside Munich agencies, now the extra senior pair of hands on your projects.

OVERLAP

Full US day, EU afternoon

LANGUAGES

English, German, Spanish

TRACK RECORD

800+ Shopify projects

REVIEWS

580+ at 5.0, Fiverr Pro

01 – WHAT I TAKE ON

Theme builds

From Figma or an existing theme, custom sections, Online Store 2.0 and Horizon.

CRO implementation

Audits with a dated capture per finding, changes shipped and measured.

Migrations

WordPress, WooCommerce and custom stacks moved to Shopify.

B2B logic

Gated prices, company accounts, registration and approval flows.

Tracking and consent

GA4, Meta, Google Ads, Consent Mode v2, EU and US rules.

Case studies

sebastiankaeufer.com/#work

02 – THREE WAYS TO WORK TOGETHER

PILOT TICKET

Test me on one real task.

A small paid ticket from your backlog. You see scoping, communication and handover before anything bigger.

FROM USD 450

FIXED-PRICE PROJECT

One scope, one price.

Theme build, B2B setup, migration or CRO implementation. Written scope, milestones on staging.

FROM USD 2,500

MONTHLY CAPACITY

A reserved block, every month.

A fixed monthly package for your ongoing tickets, with a weekly summary of what shipped.

FROM USD 1,500 / MONTH

03 — HOW WHITE-LABEL WORKS

01 NDA by default Your client, your terms and our partnership stay confidential.	02 No client contact I join client calls only when you invite me, under your name.	03 No branding in code IP transfers to you on payment.
04 Your tools Your Slack, your ticket system, your Git repo, a staging theme per ticket.	05 QA before handover Tested on mobile and desktop, with a short walkthrough of what changed.	06 14-day bug warranty Anything I shipped that breaks, I fix without a new quote.

04 — HOW A TICKET RUNS

01 Brief You send the ticket, Figma or Loom. I check the store first, then ask only what is still open.	02 Scope Written scope with what is in and out, and one fixed price.	03 Staging Built on a duplicate theme or a branch. You preview before anything goes live.	04 Go-live Published on your go, with the previous theme kept as rollback.	05 Handover A changelog your team can forward, written for your client.
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05 — WORK THAT LOOKS LIKE YOURS

WITH AN AGENCY

Zimply Natural

WordPress and Vue.js moved to Shopify in five languages, alongside the client's marketing agency and IT.

[READ THE CASE →](#)

ARCHITECTURE

Lighting manufacturer

An Australian store copied into a European sister brand: one Git codebase, 523 of 523 theme files shared.

[READ THE CASE →](#)

MEASURED CRO

Nicebeam

One product page, three changes: mobile add-to-cart from 1.95% to 5.08% over 28 days, untouched pages as comparison.

[READ THE CASE →](#)

06 — BACKGROUND

EARLY 2000S

Three-year dual apprenticeship, Fachinformatiker Anwendungsentwicklung, Munich

~10 YEARS

Frontend in Munich agencies, including ADAC.de

~6 YEARS

Full-time Shopify, 800+ completed projects

NOW

Senior partner for brands and agencies worldwide, from Yucatán

Have overflow? Let's talk.

Send a ticket or a short brief. I reply myself, usually with a scope and a fixed price.

EMAIL

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BOOK A 20-MIN CALL

calendar.app.google/E9LW459p371eKQg96

CASE STUDIES

sebastiankaeufer.com