

Zero-Downtime Platform Migration to Enable Scalable Global E-commerce Growth

Led a zero-downtime migration from a legacy WordPress infrastructure to Shopify, transforming a fragmented, vendor-dependent system into a scalable and self-managed global e-commerce platform.

Sole owner of the project — planned, prioritized, and executed end-to-end across 8 months (Jan–Dec 2024), coordinating cross-functional input as needed.

E-commerce Migration

End-to-End Ownership

Challenge

Technical Bottleneck

Too many third-party integrations caused slow load times, system conflicts, and poor performance under traffic spikes. Long-term data buildup further degraded responsiveness.

Performance

Mobile performance lagged behind industry benchmarks.

Vendor Dependency

Maintenance was fully outsourced, limiting internal control. Every update required vendor coordination, leading to slow iteration and reduced agility.

Autonomy

Even minor changes took days to weeks, depending on vendor timelines.

Limited Scalability

Externally controlled infrastructure restricted performance optimization and tool integration.

Scalability

Unable to independently scale into multi-channel, localization, or new payment methods — slowing market expansion.

These weren't isolated technical issues — together they were actively constraining marketing velocity and blocking the business from scaling.

Approach

Sequenced to de-risk first, enable self-sufficiency second, then optimize for scale.

PHASE 01

01

Migration Strategy & Risk Mitigation

Audited core content architecture and established a tiered migration roadmap.

28+ core pages

Google Sheet

PHASE 02

02

Internal Enablement & SOPs

Developed standardized Shopify SOPs and internal documentation to ensure operational autonomy.

Shopify Liquid

Internal SOPs & Documentation

03

Infrastructure Optimization

Integrated payment gateways (BitPay) and DHL shipping plugins.

Bitpay

DHL

Payments & Logistics

PHASE 03

04

Tool Evaluation

Evaluated App solutions based on feature coverage and cost-efficiency.

Shopify App

Budget Management

05

Cross-Departmental Collaboration

Led cross-departmental alignment to sync migration timelines with business operations.

Slack

Cross-Functional Communication

- Executed a zero-downtime platform migration with seamless service transition.
- Improved site performance by resolving legacy database bloat and plugin conflicts.
- Shifted from agency dependency to in-house maintenance, increasing operational agility.

SITE HEALTH

90

from 78 points
Measured 1 month post-launch

DOWNTIME

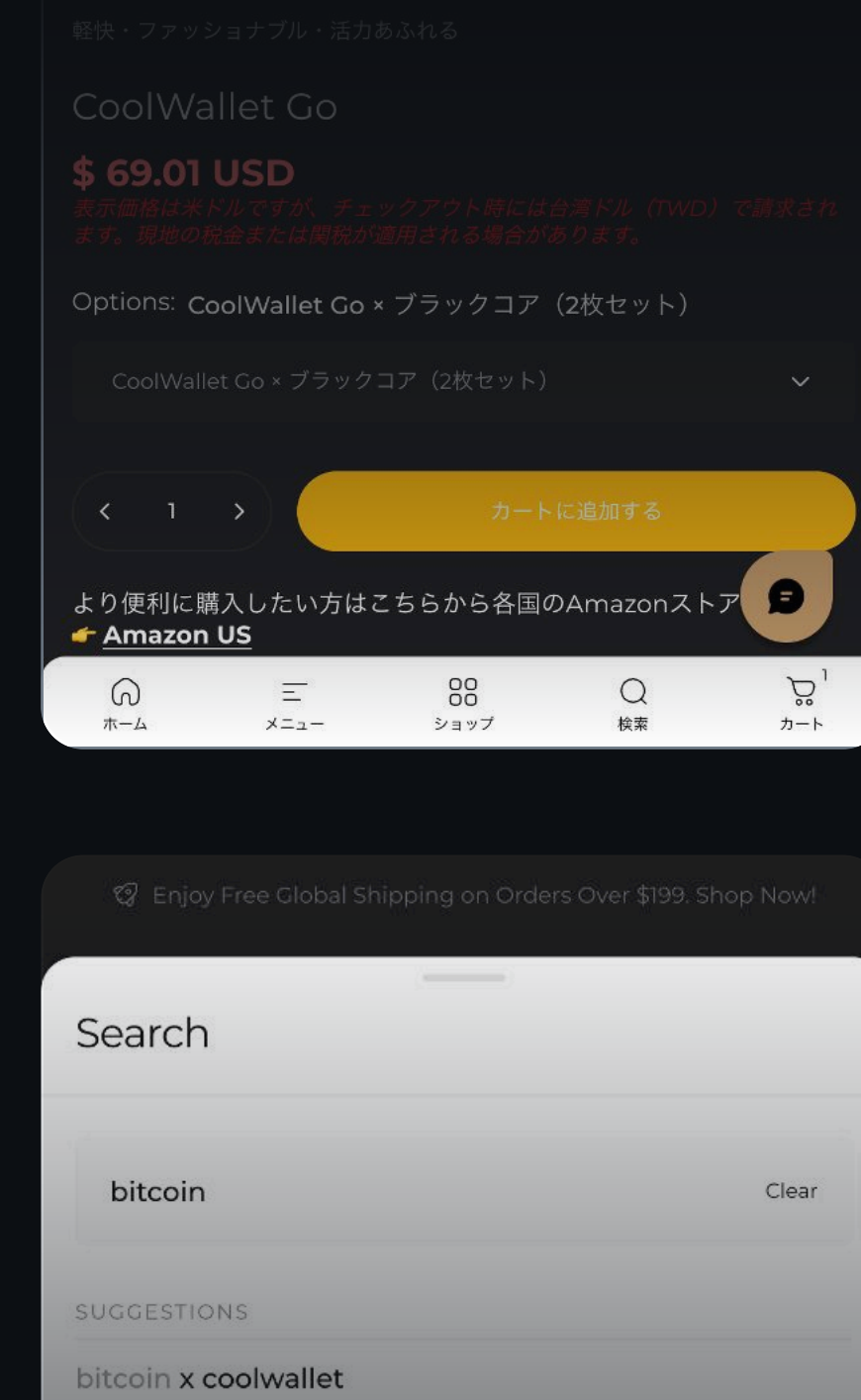
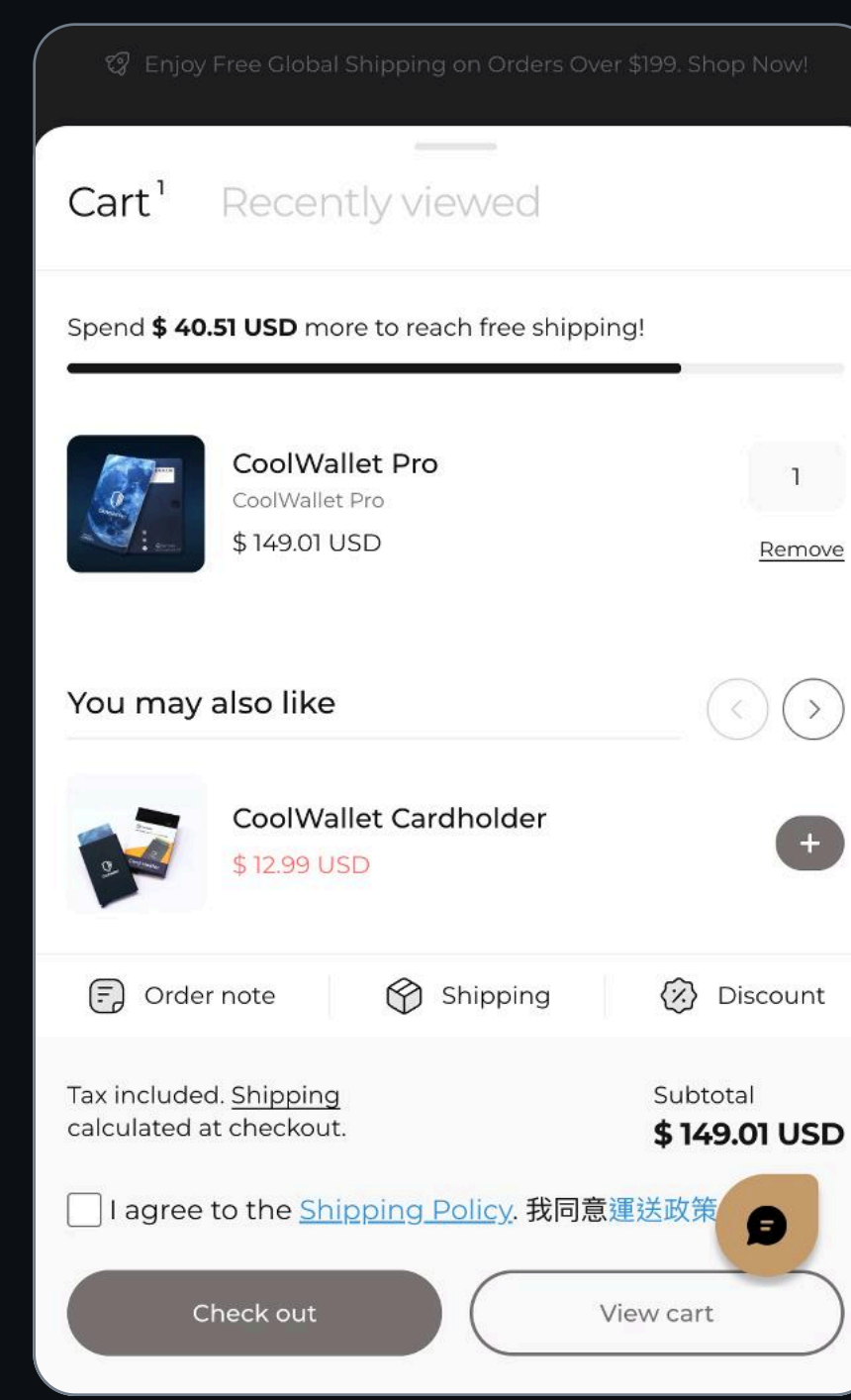
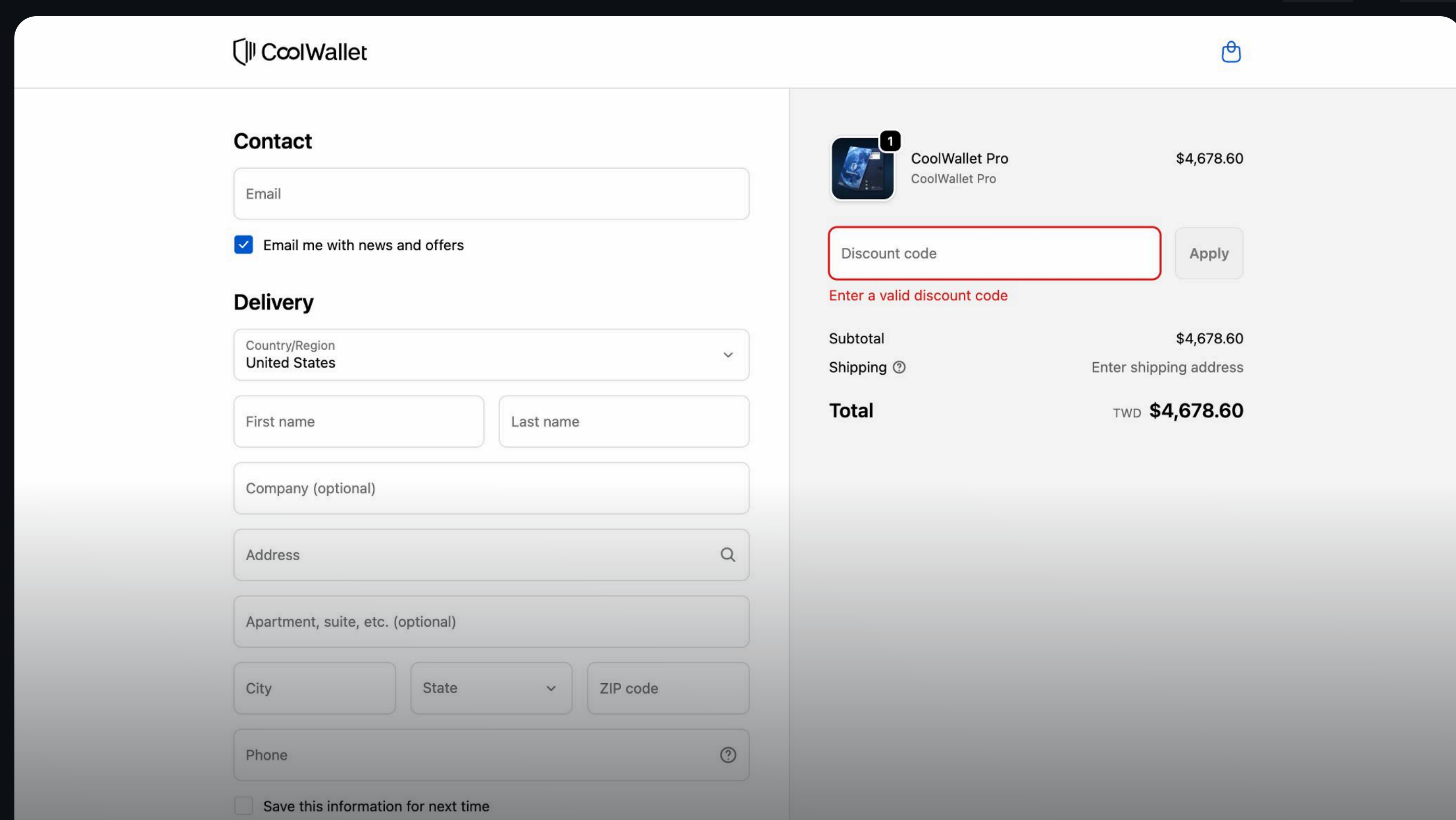
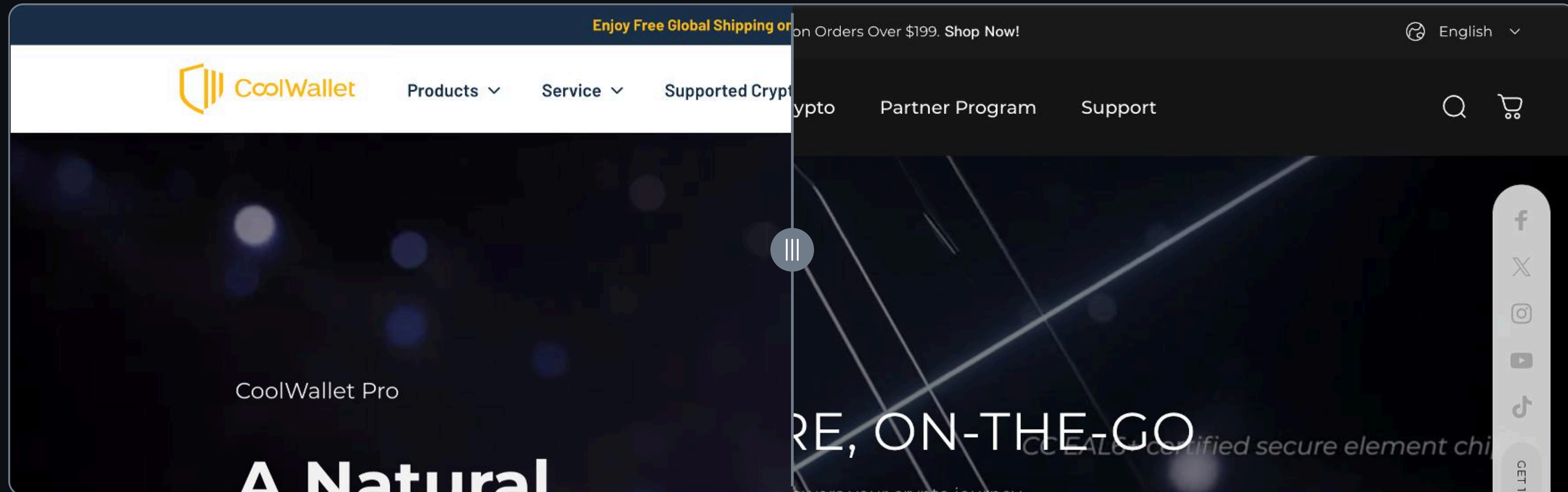
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Seamless cutover with no user-facing disruption

SOLE EXECUTOR

1 person

Planned, prioritized & delivered end-to-end 8-month solo



01 Conversion & Checkout Optimization

Streamlined the Shopify checkout flow with localized formatting and improved discount validation to boost conversion.

02 Scalable Global Infrastructure

Centralized multi-regional operations via Shopify for localized currency and market management.

03 Enhanced Performance & UX

Re-engineered the frontend for faster loading, intuitive navigation, and responsive design to drive engagement.