

Overview

Zero-Downtime Platform Migration Rebuilding Global E-commerce Operations

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

Sole project lead — planned, prioritized, and executed the migration end-to-end over 8 months (May–Dec 2024), coordinating cross-functional resources as needed.

E-commerce Migration

End-to-End Ownership

Challenge

Platform Performance & Integration Bottlenecks

Too many third-party integrations caused slow load times, system conflicts, and poor performance during traffic spikes. Data buildup further reduced responsiveness.

Performance

Mobile performance lagged behind industry benchmarks.

Vendor Dependency

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

Autonomy

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

Limited Scalability

The platform could not scale independently to support new channels, localization, or payment methods.

Scalability

Limited scalability made expansion into new channels and markets more difficult.

These weren't isolated technical issues — together, they constrained operational velocity and limited the business's ability to scale.

Approach

De-risk first, build internal capability second, then integrate and roll out.

● 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

Payment & Logistics Integration

Integrated and tested BitPay and DHL to ensure core transaction flows remained operational.

Bitpay

DHL

Payments & Logistics

● PHASE 03

04

Tool Evaluation

Evaluated and selected Shopify apps based on feature requirements and cost-effectiveness.

Shopify App

Budget Management

05

Cross-Departmental Collaboration

Led cross-departmental alignment to align 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 and plugin conflicts.
- ✓ Shifted from agency dependency to in-house maintenance, increasing operational agility.

DOWNTIME

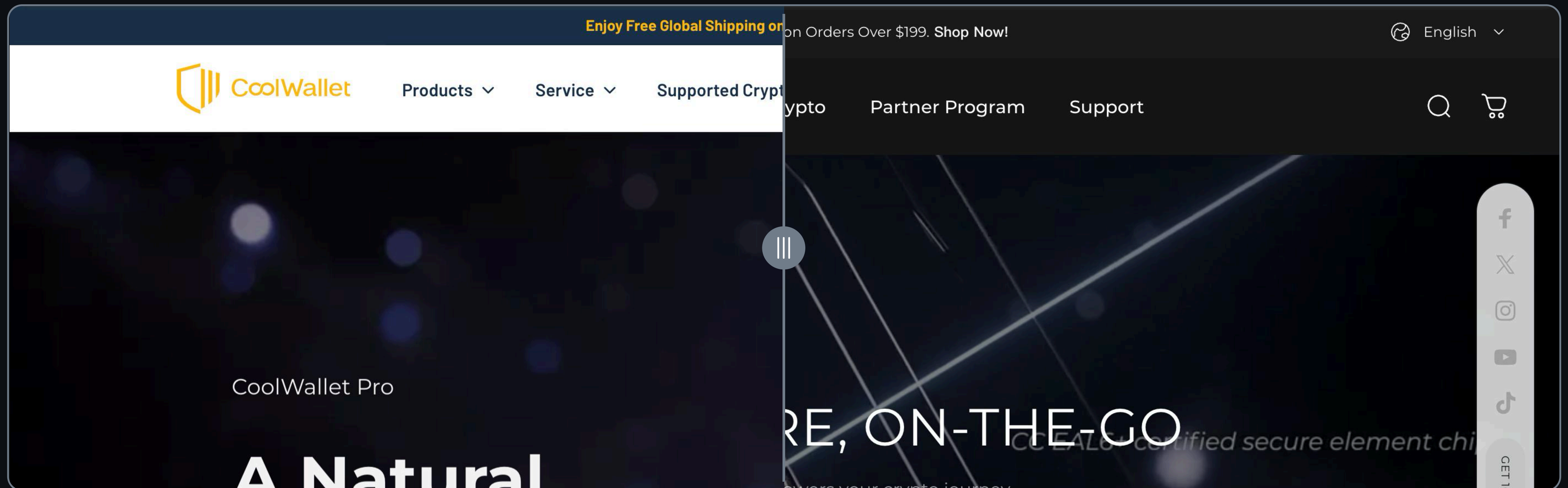
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Seamless cutover with
no user-facing
disruption

PROJECT SCALE

1 person

Planned, prioritized &
delivered end-to-end
over 8 months



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01 Checkout Flow Optimization

Streamlined the Shopify checkout flow with localized address formatting and improved discount code validation to reduce friction.

02 Scalable Global E-commerce Infrastructure

Centralized multi-regional operations through Shopify, supporting localization, currency handling, and global market management.

03 Enhanced Performance & UX

Re-engineered the frontend to improve loading performance, navigation, and responsiveness across devices.