

Dhruv Desai

Digital & Ecommerce Lead | E-commerce Architect | Digital Strategist

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Digital & Ecommerce Lead with 2+ years architecting multi-brand e-commerce and cloud infrastructure for a 60+ location retail group, spanning full-stack development, UX/UI, and data-driven digital strategy. Deep expertise in Azure cloud architecture, Salesforce/ERP integrations, and the Google Marketing ecosystem (GA4, GTM, Ads, Merchant Center, Meta Ads), and founder of Axiom Intelligence, a multi-tenant SaaS analytics platform for Shopify merchants powered by Gemini agentic tool-calling. Proven track record shipping secure, scalable systems that convert and hold up under real retail traffic.

SKILLS

- Development & Integration:** Node.js, TypeScript, JavaScript, PHP, SQL, React Router, Shopify Liquid, REST/GraphQL APIs, Middleware Development
- Cloud & Infrastructure:** Azure App Services & VMs, Azure Key Vault, Managed Identities & RBAC, Microsoft Entra ID SSO, Docker, GCP Cloud Run, AWS Amplify, Cloudflare
- Data, Analytics & AI:** GA4, Google Tag Manager, Google Ads, Search Console, Meta API, Gemini 2.5 Flash (agentic tool-calling), Prisma ORM, PostgreSQL, MySQL, MS SQL Server
- Search & Merchandising:** Unbx, Shopify Search & Discovery, Google Merchant Center, Meta Commerce, Category Boosting, Zero-Click Query Analysis
- CRM & ERP:** Salesforce (SOQL, API integration), Pronto ERP, Microsoft Power Automate, SFTP Automation
- Design & UX/UI:** Figma, Adobe Creative Cloud (Photoshop, Premiere, XD), Wireframing, Hi-Fi Prototyping, Mobile-First Design
- Testing & DevOps:** Cypress (E2E/Unit Testing), Git/GitHub, GitFlow, GitHub Actions, Agile/Scrum

EXPERIENCE

Digital & Ecommerce Lead <i>The Jewellery Group Pty Ltd. (Mazzucchellis & Zamels)</i>	May 2024 - Present <i>Adelaide, SA</i>
- Orchestrate multi-brand digital and cloud strategy for 60+ retail locations and 5,000+ SKUs, bridging cloud architecture with high-converting storefront strategy. - Architected secure, containerized cloud infrastructure on Azure (App Services, VMs, Key Vault, Managed Identities, RBAC, Entra ID SSO), sustaining 99.9%+ uptime. - Built the Nexus CRM customer portal from scratch (Node.js, Redis, Docker) with custom SOQL query managers and Left Anti-Join pipelines, eliminating Salesforce concurrency rate-limit failures and cutting CRM licensing costs. - Built middleware synchronising inventory and pricing between Pronto ERP and Shopify Plus via Node.js, SFTP, and Microsoft Power Automate. - Serve as Subject Matter Expert for Unbx search, managing relevancy rules, dynamic category boosts, and zero-click query analytics across the full catalog. - Diagnosed and resolved cross-platform attribution gaps across GA4, GTM, Google Ads, and Meta Ads, rebuilding the tracking and measurement pipeline to improve attribution accuracy by 35%. - Designed and shipped the "Design Your Own" jewellery configurator (Shopify Liquid, Canvas UI) and Zamels' "Drop a Hint" PDP feature (Klaviyo API), lifting configurator traffic 200% and PDP engagement time 78%. - Overhauled the store locator experience (Google Maps API, VIP showroom booking), growing store page visibility 500% and booking conversions 30%. - Direct rich-media/UX standards - Figma Hi-Fi prototypes, Adobe Creative Cloud animations, 360-degree product viewers - and enforce Cypress E2E/unit testing within a GitFlow-based Agile SDLC. - Recognised with the company's 2025 "Quiet Achiever" award for architectural contributions.	
Founder <i>Axiom Intelligence</i>	2025 - Present <i>Adelaide, SA</i>
- Founded and lead engineering for Axiom Intelligence, a multi-tenant SaaS analytics platform for Shopify merchants, currently in pilot with early adopter stores. - Architected the platform as a native Shopify Admin app (App Embeds) with a custom diagnostic dashboard, built on React Router, Prisma ORM, and PostgreSQL. - Engineered the A.P.E.X. (Attribution, Performance & E-commerce eXecution) engine using Gemini 2.5 Flash agentic tool-calling to aggregate GA4, Google Ads, Search Console, and Meta API telemetry into a single attribution layer. - Built a search-to-conversion analysis pipeline that cross-references live query data against catalog metadata to auto-generate merchandising and category-boost rules. - Own the full product lifecycle - architecture, engineering, and pilot merchant onboarding - toward a multi-tenant SaaS launch.	
Freelance UX/UI & E-commerce Architect <i>Simply Whole Foods</i>	May 2026 - Jul 2026 (concurrent, 3-month contract) <i>Remote</i>

- Engaged directly to audit and modernise a legacy Shopify storefront alongside full-time role at The Jewellery Group.
- Built a Figma design system from scratch to unify UI across mobile and desktop touchpoints.
- Re-architected catalog structure into automated smart collections, removing **15+ admin hours/week** of manual tagging.
- Deployed semantic HTML5 and metadata SEO architecture, driving **+24%** organic traffic.
- Reduced render-blocking CSS and lazy-loaded media, improving Core Web Vitals speed by **35%**.

PROJECTS

Portfolio - withdhruv.com

2026

Independent Project

- Designed and hand-built a personal portfolio site (vanilla JS, Tailwind CSS, Three.js/WebGL background, custom scroll-driven layout engine) to showcase architecture and product work.

EDUCATION

Federation University Australia

Melbourne, VIC

Bachelor of Information Technology

July 2019 - November 2022

CERTIFICATIONS

Google

October 2023

Start the UX Design Process: Empathise, Define and Ideate

INTERESTS

Outside of work, I enjoy singing, watching movies - whether it is a Horror/Thriller or a feel-good Romcom - and hiking, which keeps me creative, inspired, and balanced.