

# Rafal M Cichon

Senior Digital Growth & Web Engineer (Shopify UX / CRO)

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## Summary

Senior growth engineer with a strong UX mindset. I ship measurable improvements by combining Shopify UX/CRO, technical SEO, performance, accessibility, and human-in-the-loop automation.

## Selected impact

- ~50% conversion lift from targeted Shopify UX + performance improvements
- ~100% sales lift from cart-level bundle/coupon clarity and promotion hygiene
- E-commerce automation engine: 10k+ products fully automated (SEO content, alt/tags, SEO filenames, CSV export)
- Marble.com estimate tool UX: +300% completed online estimates
- Co-inventor — US11113858B2 (deep compositing of images in web browsers, issued Sept 7, 2021)

## Core skills

**Shopify UX + Growth:** UX for conversion, CRO measurement, lifecycle/email UX, information architecture.

**SEO + Performance + Accessibility:** technical SEO, internal linking, structured data, Core Web Vitals, semantics-first accessibility.

**Automation & AI:** Node.js, event-driven workflows, webhooks, ETL/ELT, LLM integrations (OpenAI, Anthropic Claude), Make.com / n8n / Zapier.

**Business systems:** Sage ERP support (Accounting), SQL data hygiene, integrations between ERP and web apps.

**Systems & ops (supporting):** networks, VPN, NAS, cameras, imaging/rollouts, VoIP PBX (SIP/Asterisk).

## Experience

**Orlando Foods** — Senior Digital Growth & Web Engineer (current)

- Own Shopify UX + CRO improvements and ship measurable changes
- Designed SEO landing-page architecture (buying guides → oven guides → recipe hubs) with clean internal linking
- Standardized Learn/article structure (H1/H2/H3 hierarchy + scannability)
- Simplified promotions: retired overlapping coupons, clarified naming, improved coupon visibility in cart
- Aligned inventory/fulfillment with marketing; built velocity-based low-stock alerts + fast confirmation loop
- Maintain performance, accessibility, and technical SEO hygiene to support sustainable growth

**All Granite & Marble Corp (Marble.com)** — Sr. Front-End Developer & UX Designer / IT Manager (via Inventive Software LLC)

2014–2025 • Marble.com and related product portfolio

- Early bet on responsive design (RWD) before mobile dominated; the site was ready when mobile became the majority of traffic
- Built SEO-friendly content systems (articles, image descriptions, comparison tools)
- Contributed to a portfolio of products/brands as the business expanded (HouseTipster, VisualizerPlus, and others)
- Led cross-functional delivery and coordination (including periods managing work across 50+ people)

## Patent

US11113858B2 — System and method for deep compositing of images in web browsers (issued Sept 7, 2021)

## Education

Master's degree — University of Rzeszów

## Languages

English, Polish