

Ben Cauffman

La Habra, CA · benjamincauffman@gmail.com

Senior Full Stack Engineer

Senior full stack engineer with a strong product mindset and systems awareness, experienced in carrying complex features from early ambiguity through stable production. Known for maintaining broad technical context across teams and delivering reliable, scalable implementations that balance speed with long-term maintainability.

Professional Experience

PLAUD AI

Senior Full Stack Engineer · Full-time · Sep 2026 – Present

- Lead the headless ecommerce migration for PLAUD's storefront, defining technical direction and execution across the new commerce architecture.
- Drive migration planning and implementation with cross-functional partners, balancing production continuity with a scalable long-term storefront foundation.

Dr. Squatch

Full Stack Engineer II · Full-time · Jun 2023 – Aug 2026

- Led development of complex ecommerce features across a high-traffic Shopify Plus storefront (Hydrogen/Remix and Liquid) serving millions of customers.
- Architected and shipped Squatch Bundler, an in-house bundle engine that replaced Recharge's third-party bundle tooling - moving bundle configuration into Shopify metafields and removing a synchronous external API dependency from the storefront's critical path.
- Replaced a fragile post-checkout reconciliation pattern - Recharge injecting \$0 line items keyed off an unauthoritative attribute - with server-side Shopify Cart Transforms, giving bundles real authority at checkout instead of after the sale closed.
- Redesigning the PDP buy box architecture, consolidating five hardcoded, single-purpose CMS schemas into one composable, block-based system so new buy-box experiences ship as configuration rather than custom layout code.
- Led a full-catalog metafield audit across US and international storefronts, identifying and staging removal of dozens of legacy metafield definitions spanning products, collections, markets, and shop-level config to cut CMS technical debt.
- Authored cross-browser QA and analytics-validation plans covering consent management, Meta Pixel, and dataLayer event integrity, closing gaps that let duplicate or missing analytics events reach production.
- Modernized and stabilized legacy storefront code through refactoring, debugging, and performance improvements across Shopify theme and Hydrogen architectures.
- Partnered closely with product, design, marketing, and engineering leadership to drive features from ambiguous requirements through production release, balancing delivery speed with long-term maintainability.

2U

CRO Analyst · Full-time · Apr 2021 – May 2022

- Built JavaScript-based A/B testing dashboards using Amazon Redshift data, automating analysis and accelerating experimentation turnaround.
- Partnered with product and marketing stakeholders to interpret test results and guide data-informed UX decisions.
- Supported experimentation strategy and execution across high-traffic marketing and product experiences.
- Developed reporting workflows and analysis processes to improve testing velocity and insight quality.

Walmart eCommerce

Ecommerce Specialist · Full-time · Jul 2019 – Jan 2021

- Developed and optimized large-scale ecommerce experiences with a focus on SEO, UX, and conversion performance.
 - Analyzed customer behavior and performance data to inform merchandising and experience improvements.
 - Partnered cross-functionally to support scalable, data-informed decision making across the ecommerce organization.
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Tech Stack

Shopify & Commerce: Shopify Plus (custom themes, checkout extensibility, Scripts → Functions migration); Shopify Metafields & Metaobjects; Storefront & Admin APIs (GraphQL/REST); Shopify Functions, Cart Transforms & Checkout Extensions; Hydrogen (Remix)

Subscriptions & Bundling: In-house bundle engine on Shopify metafields + Cart Transforms; Recharge (post-checkout subscription billing, compatibility integrations); webhook-driven sync between Shopify, Recharge, and internal systems

Frontend: Liquid (theme architecture, section rendering, performance); JavaScript (ES6+); React; TypeScript; HTML5/CSS3/SCSS

Backend & Integrations: Node.js; REST & GraphQL integrations; custom middleware for Shopify/Recharge/data services; webhooks & event-driven architecture

Data & Quality: Metafield/metaobject data modeling and technical-debt audits; analytics instrumentation and QA test planning (consent management, Meta Pixel, dataLayer validation)

Performance & Tooling: Theme performance optimization (LCP, bundle size, lazy loading); Git/GitHub CI workflows; modern build tooling (Webpack/Vite); A/B testing & analytics integrations

Education

University of California, San Diego (UCSD)
B.S. Cognitive Science | 2014–2018