Portfolio 2026

I build websites, stores, plugins and integrations, end to end.



Senior Web Developer · Medellín, Colombia · UTC-5

Juan Pablo Murillo

130+ web projects

5+ years of experience

15+ industries

7 countries

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02 Profile
03 Projects
06 Own plugins
07 More projects
08 How I work
08 Contact

Profile

Web development, end to end.

I have spent more than five years building web projects, over three of them at Eddi, a digital agency in Medellín. My work does not end when the site goes live: I leave it running so the business can use it, measure it and grow it.

130+
web projects

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Experience

Jul 2023 — present

Eddi · Senior Web Developer

I joined as a junior developer and today I run the technical side of projects for brands such as Inexmoda, Ágilex, Stagmi, Zona Cardio and Cornazar: development, e-commerce, plugins, CRM and AWS integrations, servers, SEO and maintenance. I work alongside design, content and strategy, and take the technical lead when the project needs it.

Before 2023

Freelance · Web Developer

Development for agencies and brands such as Morado Hair and Enkor Profesional. That is where I learned to deliver a project end to end.

Always current

I work with the most current tools of the trade, including artificial intelligence, to code, solve problems and ship faster without lowering the bar. Everything that gets published goes through my own judgment and review.

What I do

- Web development
- E-commerce
- Custom development and plugins
- Integrations, APIs and cloud
- SEO, AEO and GEO
- Servers and security
- Site administration and maintenance

What I work with

PHP · JavaScript · HTML · CSS · WordPress · WooCommerce · Shopify · REST APIs · Salesforce · AWS Lambda · Amazon S3 · API Gateway · Cloudflare · Git · GA4 · Tag Manager · JSON-LD

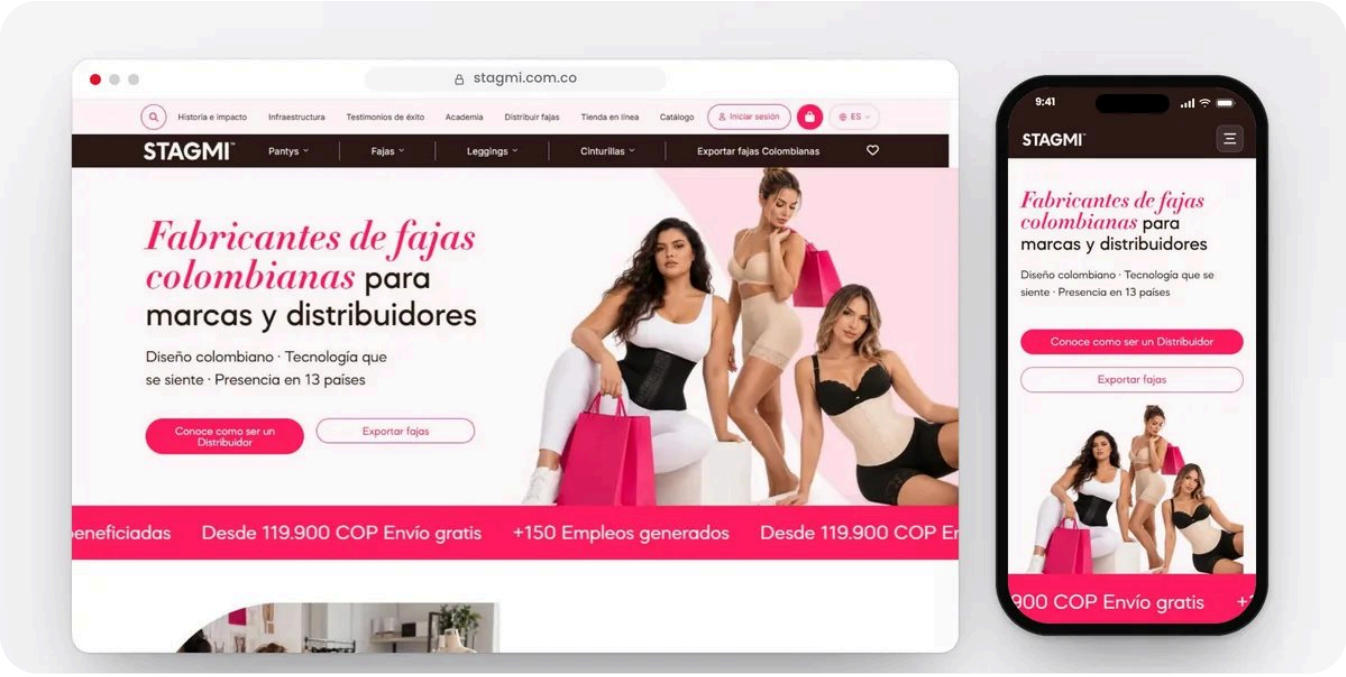
Industries and countries

Fashion, manufacturing, logistics, healthcare, education, retail, food and wellness, among others. Clients in Colombia, the United States, Mexico, Ecuador, Peru, Chile and the Netherlands.

Languages

Spanish (native). Experience delivering projects for English-speaking clients.

Featured project · B2C and B2B e-commerce · Colombia and abroad · 2026



Stagmi

An online store that sells to three audiences at once and shows each one its own catalog, price, payment method and shipping.

The brand

Colombian manufacturer of shapewear and control garments with presence in 13 countries. It sells retail and through distributors and wholesalers.

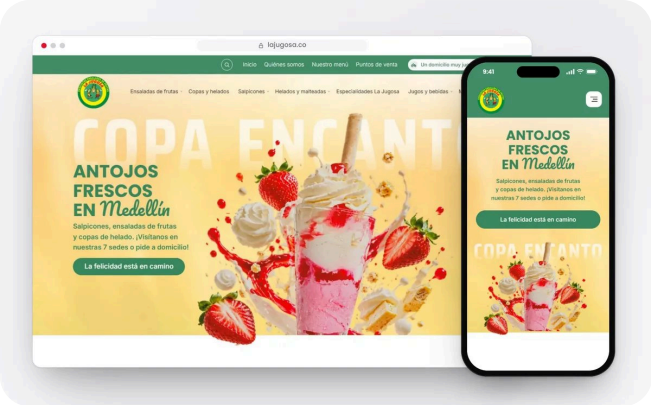
How it works

On arrival, the site recognizes where the person is buying from and what type of account they have. With that it decides which products they see, in which currency, at what price, in what quantities, and how they pay and receive their order.

My part

The commercial logic on WordPress and WooCommerce, the catalog and filter plugin, and the complete purchase interface: navigation, product, cart, checkout and My account.

Visit stagmi.com.co →



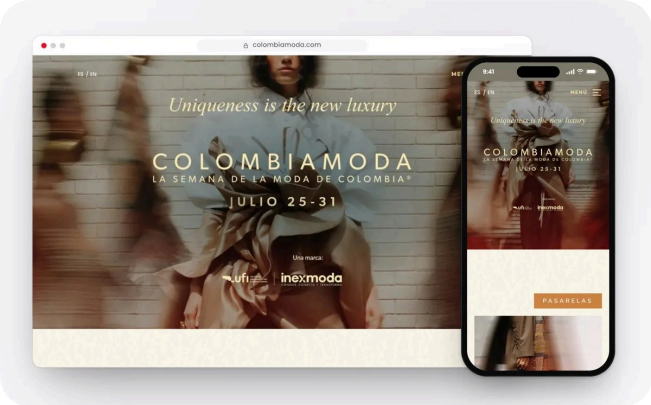
Catalog site · WhatsApp ordering

La Jugosa

Seven branches that sell over WhatsApp and need every order to reach the right branch, complete.

- Own catalog and ordering plugin
- Branches with opening hours: shows the ones that are open
- Mega menu with featured products

lajugosa.co →



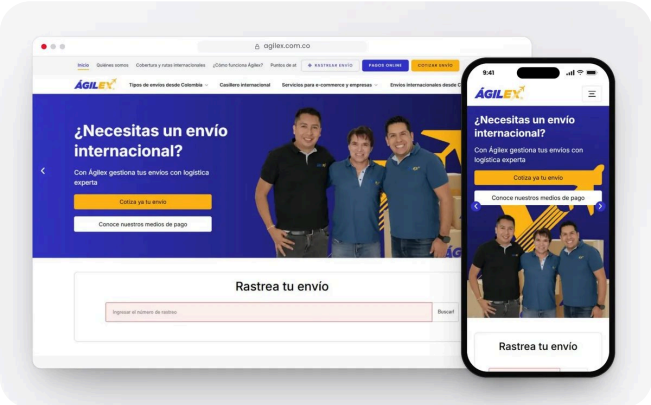
Trade fairs · 2023 — 2026

Inexmoda

Each fair needs a site that withstands the traffic peak and that the team can update on its own.

- App-style menu with search and levels
- Exhibitor guide with search and filters
- Bilingual sites

colombiamoda.com →



Logistics · 4 countries

Ágilex

A company in several countries that needs one version per market without multiplying maintenance.

- Custom header and mega menu in PHP
- One codebase for four markets
- International coverage by country

agilex.com.co →



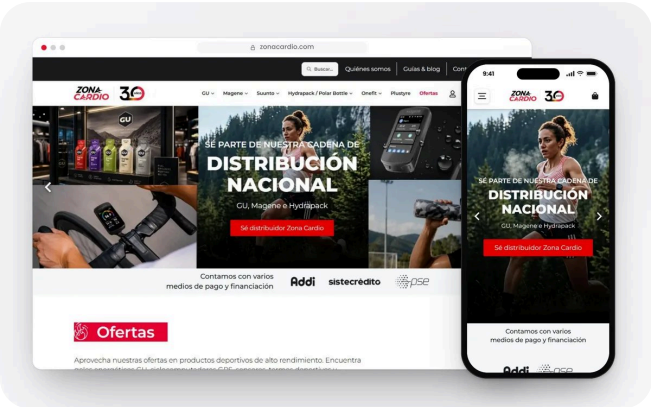
Education platform · 2026

Grown IA

Ágilex's education platform, built from scratch.

- Custom components
- Reusable shipping form
- Own SEO, AEO and GEO plugin

grown-ia.com →



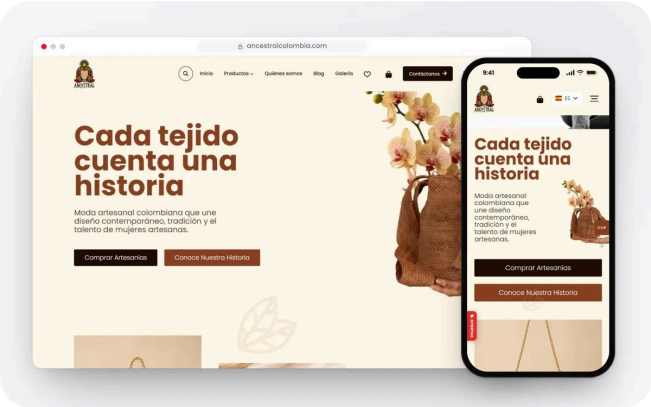
E-commerce · Ongoing administration

Zona Cardio

A deep catalog where the customer has to reach the product in a few clicks.

- Mega menu with real products
- Mobile menu with search and categories
- Side cart

zonacardio.com →



E-commerce · ES / EN · COP / USD

Ancestral Colombia

A craft brand that sells to several countries, in two languages and two currencies.

- Product page built from scratch
- Custom catalog filters
- Two languages and two currencies

ancestralcolombia.com →



Industry association · SEO · AEO · GEO

Cornazar

A site that exists but does not show up in search engines or in AI assistants' answers.

- Site front end
- Coverage map by department
- Custom SEO, AEO and GEO plugin

cornazar.com →

Own plugins

Software I wrote to solve specific problems.

Stagmi · E-commerce

Catalog and filters for online stores

The store's product grid and filter panel, built around the catalog: filters by category, color, size, compression level and price without relying on generic plugins.

La Jugosa

Catalog with WhatsApp ordering

The customer builds an order like a cart, picks options, removes what they do not want, chooses the branch, and the message arrives ready in that branch's WhatsApp. The brand is configured in a single file.

Cornazar · Grown IA

SEO, AEO and GEO

Dynamically generates structured data, sitemaps, robots.txt and llms.txt so search engines and AI assistants understand the site.

Zona Cardio

Navigation and cart

Mega menu with real products, mobile menu, side cart and search, in a single plugin.

Escala

Business matchmaking management

Participant registration, approval or rejection of applications, user management and emails to everyone registered.

Uso propio

AI metadata

Generates SEO metadata with artificial intelligence field by field and renames files, processing in the background so the site does not slow down.

More projects

Other documented projects.

I built most of them as part of the Eddi team, alongside design, content and strategy.

Nextech by Colombiatex	Inexmoda	Textile technology fair	2026
Colombiatex de las Américas	Inexmoda	Textile fair	2026
Heimtextil Colombia	Inexmoda	Home and décor fair	2026
Guía de expositores	Inexmoda	Directory · Custom application	2026
Workbook	Inexmoda	Training platform	2025
Ágilex México	Ágilex Express	Market site	2026
Ágilex Ecuador	Ágilex Express	Market site	2026
ÁgilBox	Ágilex Express	International mailbox service	2026
MEPEGO	MEPEGO E.U.	Outdoor e-commerce	2026
Viaja con Origen	Origen	Luxury travel	2026
Neurodendrite	Neurodendrite	Healthcare · Neuropsychology	2026
Grupo Solupisos	Solupisos	Product catalog with filters	2026
Cedialco	CEDIALCO S.A.S.	B2B distribution · Food	2026
Estrategias en Movimiento	EMV	Creative agency	2026
Biowellness Academy	Gloria Robledo	Wellness · Netherlands	2026
Escala	Escala	Business matchmaking · Plugins	2025
Céntrico	Hábitat Latente	Cultural heritage	2026
Colegio San Patricio	Colegio de San Patricio	Institutional	2025
Dinpro Group	Dinpro	Corporate · Geolocation	2024
La 7EM	La 7EM	Audiovisual production	2024
Distriplaza	Distriplaza	Liquor e-commerce	2024
Cannae Mascotas	Cannae	E-commerce · Chile	2024

How I work

Five steps, each one leaving something concrete in your hands.

01

I understand the problem

Goals, users, content and real constraints. Before proposing, I ask.

You get
Diagnosis and scope

02

I define the solution

Architecture, technology and build order. What is done now, what later, and why.

You get
Technical plan and timeline

03

I build

Development and integrations from the approved design, alone or with the team the project needs.

You get
Site in a staging environment

04

I optimize

Speed, technical SEO, accessibility, security and analytics, before launch.

You get
Site live and measured

05

I stay on

Maintenance, improvements and support. A site nobody touches stops being useful.

You get
Ongoing maintenance

Contact

Let's talk about your project.

Write to me through whichever channel you prefer. I answer personally.

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Projects are shown as samples of my development work. Brands, designs and content belong to their respective owners.