ILLUSTRATIVE COMPOSITE — NOT A NAMED CLIENT CASE STUDY

Metrics are scenario assumptions, not independently verified Dev Loader client results.

Re-platforming a high-traffic storefront with nearshore staff augmentation

A US direct-to-consumer retailer moved from a monolithic storefront to a headless architecture ahead of peak season. Three senior nearshore engineers in Buenos Aires joined the existing squad as embedded team members rather than a separate vendor pod.

1.1s	+23%	−34%	0
Largest Contentful Paint at launch	Mobile conversion rate	Infrastructure spend	Peak-season downtime incidents

Engagement snapshot

Industry	Direct-to-consumer e-commerce
Delivery model	Staff augmentation, embedded in client squad, UTC−3
Team	3 senior engineers (2 frontend, 1 platform) inside a 9-person squad
Duration	7 months, extended through two peak seasons
Engagement	Monthly per-engineer rate, client-led backlog

The challenge

- The legacy storefront scored 28 on mobile Lighthouse performance; LCP averaged 4.6 seconds on 4G.
- Peak-season traffic required over-provisioned always-on servers that idled for ten months of the year.
- Domestic senior hiring was quoted at four to five months — past the peak-season deadline.

What we did

- Embedded engineers directly in the client's squad, using the client's standards, backlog and on-call rotation.
- Migrated the storefront to a statically generated, edge-cached frontend with a commerce API layer behind it.
- Introduced a performance budget enforced in CI so no pull request could regress LCP or bundle size.

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real peak traffic.

- Ran a full peak-season load rehearsal at three times projected traffic six weeks before launch.

Technology stack

Frontend	React, TypeScript, static generation, edge caching, Tailwind CSS
Commerce	Headless commerce API, GraphQL aggregation layer, Algolia search
Infrastructure	Edge CDN, autoscaling containers, Terraform, GitHub Actions
Observability	Real-user monitoring, Core Web Vitals dashboards, synthetic checks
Quality	Playwright checkout suites, Lighthouse CI performance budgets, k6 load tests

Outcomes after 12 months

- Mobile LCP improved from 4.6s to 1.1s; Lighthouse performance rose from 28 to 96.
- Mobile conversion rate increased 23% year over year on comparable traffic mix.
- Infrastructure spend fell 34% after retiring always-on capacity.
- Zero downtime incidents across two peak seasons, including the highest-traffic day in company history.
- Two of the three nearshore engineers were retained long term as core squad members.

Planning a nearshore engagement? Dev Loader staffs senior US-overlap pods in two to four weeks. Request a scoped proposal at devloader.com/contact or read the full guide at devloader.com/blog/nearshore-development.

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