Javier Eduardo Serrano Alvarado

React + AEM Frontend Developer
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PROFESSIONAL SUMMARY

Full Stack Developer specialized in integrating **React** with **Adobe Experience Manager (AEM)**. Over 3 years of experience in the software development lifecycle (SDLC) for enterprise-level projects (Verizon, Plug Power). Expert in creating reusable components, headless/hybrid architectures, and optimizing **Core Components**.

Proven ability to develop scalable backend (Java/OSGi) and frontend solutions, ensuring compliance with accessibility standards (WCAG) and performance requirements. Capable of translating complex requirements into technical solutions within Agile environments.

TECHNICAL SKILLS

- **AEM & CMS:** AEM 6.5 / AEM as a Cloud Service, Editable Templates, Sling Models, OSGi Components, HTL (Sightly), Experience Fragments, Content Fragments, Dispatcher (Basic config), Maven.
- **Frontend:** React.js, JavaScript (ES6+), HTML5, CSS3, Bootstrap, Responsive Design, NVDA (Accessibility Testing), UI Libraries.
- **Backend:** Java, Spring Boot, MySQL, RESTful APIs, Servlets, Postman.
- **Tools & Methodologies:** Git, Bitbucket, Jira, Confluence, Slack, Figma, Agile/Scrum, CI/CD pipelines.

PROFESSIONAL EXPERIENCE

HCL Technologies | *Remote / Mexico City* **React + AEM Developer** | *2022 – Present*

Key developer in the implementation and maintenance of digital ecosystems for global telecommunications and energy clients.

Project: Verizon Straight Savings (2024 – 2025)

- **Role:** React Developer
- Designed and developed reusable **React** components fully integrated with the AEM backend for dynamic data consumption.
- Implemented **Java Servlets and REST APIs** to inject content from the JCR repository to the frontend.
- Optimized cross-browser compatibility and ensured accessibility compliance using **NVDA** testing tools.
- **Key Achievement:** Reduced component load time by optimizing states and props, significantly improving the user experience.

Project: Verizon FCC (2023 – 2024)

- **Role:** AEM Developer
- Developed custom **Workflows** in AEM to automate asset management and internal editorial processes.
- Created custom servlets to perform efficient queries to the repository and improve backend performance.
- Collaborated in Scrum ceremonies, managing user stories in Jira and documentation in Confluence.
- **Key Achievement:** Reduced manual process time by automating workflows and improved QA efficiency by refactoring Core Components.

Project: Plug Power (2022 – 2023)

- **Role:** AEM Developer
- Implemented **Editable Templates** and extended Core Components to adapt complex UX designs.
- Used **HTL (Sightly)** framework and Java to build dynamic and maintainable views.
- Developed backend services to support new business functionalities.
- **Key Achievement:** Accelerated the development of new site modules by creating a library of reusable templates and components.

PREVIOUS EXPERIENCE

Generation Mexico | *Mexico City* Java Full Stack Developer (Intensive Bootcamp) | *2021 – 2022*

- **Project Easter Egg:** Designed and developed a full web application focused on user experience.
- Implemented **Spring Boot** for the backend, ensuring efficient data integration with the frontend.
- Developed a modern and responsive user interface using **Bootstrap**.

A Móvil | *Mexico City* Store Manager / Consultant | *2020 – 2021*

- Led sales teams, focusing on meeting targets and conflict resolution.
- Developed effective communication, negotiation skills, and decision-making under pressure.

EDUCATION

Software Development Engineering UVEG – Universidad Virtual del Estado de Guanajuato | *In Progress (Est. Graduation: 2027)*

LANGUAGES

- **Spanish:** Native.
- **English:** Professional Technical (B1/B2 Level) - Capable of reading technical documentation and communicating in <u>work</u> environments.