

Pulkit Vashistha *Senior AEM Developer*

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🔗 Adobe Experience League Community Advisor

Profile

AEM Certified Developer with 6.5 years of experience in Adobe Cloud Suites (AEM, AEMaaCS, Adobe Analytics, Adobe Journey Optimizer, Adobe Campaign Standard, AEP) and hands on in JavaScript frameworks (jQuery, VueJs, ReactJS). Proficient in AEM technical stack and web development with expertise in Insurance and Ecommerce domains. Strong problem-solving, analytical, and technical troubleshooting skills.

Professional Experience

11/2024 – present
Gurugram

Senior Software Engineer

EPAM Systems

- Developed a Content Migration Tool to automate migration of hundreds of pages to AEM using Excel, API data, and customizable mappings for pages, components, and templates.
- Enhanced migration efficiency with multithreading, custom workflows, servlets, and OSGi services, integrating third-party APIs for seamless data transformation.

08/2019 – 11/2024
Noida

Senior Software Developer

To The New

- 5 years of web app development utilizing Adobe Cloud Suites (AEM, AEM Guides, Digital Asset Management (DAM), AEM as a Cloud Service, Campaign, AJO, Experience platform) and JavaScript frameworks (jQuery, VueJs, ReactJS)
- Good understanding of AEP and related horizontals i.e. AEMaaCS, Campaign Standard, Adobe Journey Optimizer
- Versed in AEM technical stack including knowledge of Touch UI, Custom AEM components, Sightly (HTL), Sling Models, Sling Servlets, OSGi Components, and JCR Queries, editable templates, experience fragments, workflows, tagging.
- Proficiency in Java, Servlets, Javascript, jQuery, React, Vue.js, Sightly (HTL), JSP
- Experienced in BFSI industry with Insurance and Ecommerce domains.
- Hands on AEP RTCDP and Adobe Journey Optimizer tools to improve and fine-tune personalization approaches.
- Familiarity with web security standards and best practices as have worked on BFSI industry projects.

Education

08/2015 – 07/2019
Ghaziabad

B.Tech

ABES Engineering College

Computer Science and Engineering

Intermediate

Delhi Public School

Science , 93.8%

Skills

Programming Languages and Front-end

Java, HTML, jQuery, JavaScript, React, Vue.js, GraphQL

Adobe Suite

AEM (6.2-6.5), AEMaaCS, Adobe Campaign Standard, Adobe Analytics, Adobe Commerce, AJO

Adobe Experience Platform

AEP Architecture, Schemas, Profiles and Audiences CDP (Customer Data Platform), Analytics

Frameworks

Dispatcher, Docker, AEM Forms, Apache Sling, OSGi, GIT

Adobe Experience Manager

AEM building blocks, Touch UI, Sightly, Sling Models, Sling Servlets, and JCR Queries, editable templates, experience fragments, workflows, tagging, CDN, Cache

Certificates

AEM Sites Developer Expert Certificate

08/2020 - 08/2026 (3 times certified)

Projects

02/2025 – Present

Max Bögl Renewables

AEM as a Cloud Service

- Solely managed Max Bögl Renewables website go-live from development, maintaining Adobe best practices and resolving issues with Adobe support.
- Implemented custom **DeepL Translation** functionality **across AEM components** with **glossary management** at AEM level for targeted translations.
- Configured dispatcher settings for **SEO optimization & URL structure** across the website for production readiness.

07/2022 – 11/2024

TTN Retail

- Led the development of **master websites** for an eCommerce platform using **AEM as a Cloud Service (AEMaaCS)**,
- Integrated **React SPA**, **Adobe Campaign Standard**, and **AEM Analytics** for personalized user experiences, along with implementing **dynamic typeahead search** using GraphQL to fetch Magento content.
- Successfully implemented **Adobe Journey Optimizer** to launch campaigns.
- Played a key role in using **AEM as a Headless CMS**, enabling seamless product listing, detailed product pages, and order purchase journeys.

03/2023 – 11/2024

PWC Viewpoint

- Worked extensively on **AEM Guides** and **Adobe XML Add-On** for DITA-based content authoring to create a robust CMS for regulatory and technical content.
- Developed a web application for **PwC's Viewpoint platform**, handling **protected/licensed content** for 15 territories and managing over 50,000 pages with complex syndication scenarios.
- Implemented **dynamic templates**, **experience fragments**, and integrated **Adobe Target** for personalized user experiences.
- Collaborated with the DevOps team to manage server configurations, **dispatcher/CDN setups**, and ensure seamless deployment in an **AEM 6.5 environment** with high availability.

08/2019 – 06/2021

Maxlife Product Launch Track

- Extensively worked on **AEM Forms** and integrated **Billdesk** and **Paytm payment gateways**, ensuring seamless server-to-server payment flows and secure transactions using **Jose encryption**.
- Leveraged **AEM 6.2** and Java-based technologies to build a robust B2C platform for faster product launches and intelligent buying journeys.