**AASHLESH**



SUMMARY

I currently Architect and Lead the Adobe Digital Marketing practice within various Digital Platform teams. As a lead Consultant, I manage many Adobe Digital Marketing projects and provide internal strategic consulting, including best practices. I am an expert in the web experience management and digital marketing space and have over 12 years of IT experience in all phases of Software Development Life Cycle which includes Business Analysis/Modeling, Design/Architect, Development (enterprise wide, Client/Server, Multi-tier, Internet/Intranet applications), Integration, Build Management, Environment Configuration, Code Review & Management, Production Support, Maintenance, Enhancements & Quality Control, Testing and Documentation.

From Technical perspective, I’m well versed in Web Content Management (WCM) applications using Adobe

CQ5/AEM, OSGI Services and components, Apache Felix, Apache Sling, CRX, CRXDE, JCR and proficient in both Client-Side and Server-Side Programming. My technical expertise also carries additional responsibilities such as knowledge management, mentoring and project estimations.

TECHNOLOGY STACK

**Programming Languages:** Java, J2EE, JavaScript, C, SQL, HTL (formerly Sightly)  **AEM/ CQ5 technologies**: Apache Sling, RESTful, OSGi, JCR 2.0 API/ Oak.

**UI Technologies**: JavaScript, jQuery, HTML/ CSS

**Application Servers:** IBM Web Sphere 7.0/8.0, Web logic 8.1, Jboss 4.0

**Web Servers**: Apache Tomcat 6

**Databases**: DB2 v10, Teradata, MySQL

**Development Tools**: CRXDE Lite, Eclipse, RAD 8.0, IntelliJ IDEA, Ant, JBuilder, DB Visualizer, BMC,

Bladelogic, Passport, Putty, Beyond Compare

**Version Control**: GIT, CVS, SVN

**Build Tools/Manager**: Jenkins, Team City, Maven

WORK EXPERIENCE

# Mattel, Inc. – El Segundo, CA Nov 2018 – Present

# AEM Architect/ Technical Lead

Responsibilities:

* Maintain the host servers on Amazon AWS EC2 instances.
* Maintain AEM instances, services, hot fixes, service packs and updates (currently on AEM 6.4.4 version)
* Manage AEM users and assist web producers.
* Worked on Component Reusability and Improving Authoring experience.
* Develop high quality code to support technical architecture and design; Considers future systems architecture
* Design efficient content models, security models, workflows and templates
* Dynamic Media Integration for DAM assets. Developed custom components to leverage DM features.
* SDL World Server integration for Content Translation.
* Integration of Adobe Target for Product Recommendations and targeting Experience Fragments.
* Lead Content Migration to AEM platform.
* Resolve user-identified functional and technical issues.
* Worked on Technical Design documentation for complex problems.

**United Health Group – Southfield, MI**  Nov 2017 – Nov 2018 **AEM Architect**

Responsibilities:

* Architected & developed high impact web properties - optum.com, medexpress.com, optumcare.com, MyUhc.com, lewin.com, optumbank.com, optumcoding.com and optum360.com.
* Analyzing, designing and layout of the components.
* Interacting with Product owners and stake holders closely to discuss the wireframes and estimates and converting them to technical solutions.
* Build and Release Management in CQ using TeamCity, Maven and Git.
* Working on migrating components from Classic UI to Touch UI.
* Worked on SlingModels/ WcmUsePojo in AEM 6.2.
* Worked on AEM 6.2 to AEM 6.4 migration effort.

Worked on CQ in-build reporting tools to display content based on business requirements. Worked on Adobe Target implementation for personalization of content.

* Integrated AEM ACS Commons library into the codebase and implemented many features from it.
* Optimized JCR queries using custom indexes.
* Implemented the internationalization (i18n) translation.
* Worked on Adobe CSRF Protection framework (introduced since AEM 6.0 version) to prevent cross-site attacks.
* Worked on minimizing DOS attacks.
* Worked on integration of AEM with Adobe analytics with DTM (Adobe Launch)
* Worked on GeoIP/Geolocation for location-based components and IP based domain redirections.
* Worked on Eloqua OAuth 2.0 Integrations for Form submissions for optum.com project.
* Worked on Salesforce integration using RESTful API for medexpress.com project.
* Worked on the MSM for developing International sites (multi-language, multi-country) and Apache configurations for the site redirections based on cookies.
* Worked on CDN integration for Optum.com and MedExpress.com. Implemented Link Rewriter which traverse through the html doc and prepends the CDN url to the dom attributes.
* Worked on AEM installation on the servers and Author, Publish and Dispatcher environments setup including replication.
* Worked on configuring development environments (including author, publish and dispatcher), replication agents, Apache rules.
* Worked on installation of modules on dispatcher and rewrite rules.
* Worked on implementing Adobe recommended development best practices.
* Address production issues like dispatcher caching, application redirects and many defects related to cross browser compatibility, responsive design, query Build.
* Worked on custom workflows and OSGi services.
* Worked on upgrading application from CQ 5.6 to AEM 6.1 to 6.2.
* Cleaned up and refactored existing components to enhance the performance.
* Gave presentations within the company on AEM best practices and guidelines.
* Worked on Technical Design documentation for complex problems.
* Peer Code review & Analysis/Design documentation.

**Daimler, Portland, OR** July 2017 – Nov 2017

**AEM Expert**

* Worked on creating workflow for automatic tagging of assets based on uploaded Excel file. The workflow is designed to launch when an excel is uploaded to a folder in the dam. Used Apache POI library for reading excel data and generate tags based on it. The generated tags also gets assigned to the dam assets based on the Excel File data.
* Worked on fuzzy search of bodybuilder website – this is used to fix broken searches. Used AEM analyzer to achieve this.
* Worked on enhancing search component for better performance and additional fields search.
* Code review & Analysis/Design documentation.

**Caterpillar Inc., Peoria, IL** Feb 2017 – July 2017 **AEM Sr. Developer**

* Worked with CAT core team on developing components for CAT.com and other high impact web properties.
* Worked on fixing defects related to application.
* Worked on refining product page generated service.
* Worked on Touch UI migration of core components to get ready for AEM 6.3 upgrade – including dialog validations, multifield and other xtype fixes.
* Worked on Adobe CSRF Protection framework to prevent cross-site attacks.
* Worked on back end restful services, which were integrated with front end for the products data.
* Peer Code review & Analysis/Design documentation.

**Plantronics, Santa Cruz, CA** Aug 2016 – Feb 2017 **AEM Technical Lead**

* Lead team of 4 Developers in the offshore and 3 onsite.
* Worked on building Plantronics.com website from scratch including setting up codebase.
* Worked on setting up DEV and TEST environments – author, publish and dispatcher.
* Worked on designing products using eCommerce framework.
* Worked on AEM eCommerce framework to build catalog pages based on products.
* Worked on Digitalriver integration for cart transactions.

Worked on component specification documents to hand it over to offshore.

Used Jenkins to Setup Continuous integration for build and release Management.

**Blue Cross Blue Shields, Detroit, MI**  July 2016 – Aug 2016 **AEM Expert**

* Worked on fixing CQ 5.4 to AEM 6.1 upgrade of high impacted web properties.
* Fixed bugs related to application and resolved dependency issues due to the upgrade.
* Fixed pom.xml files to auto install the application to AEM instance.
* Worked on Adobe CSRF Protection framework (introduced since AEM 6.0 version) to prevent cross-site attacks.
* Peer Code review & Analysis/Design documentation.

**Kaiser Permanente, Pleasanton, CA** October 2015 – June 2016

**AEM Technical Lead**

* Worked on AEM 6.1 version with Touch UI & developed Sightly components.
* Interact with Product owners to discuss wireframes and estimates.
* Developed and customized template, designs and component libraries for the site.
* Integrated AEM ACS Commons library into the codebase and leverages many features in it including error handling, icon picker, adaptive image servlet etc.
* Worked on the architecture/POC for developing International sites (multi-language, multi-country) and Apache configurations for the site redirections based on cookies.
* Worked on custom OSGi services to implement environment-based configurations.
* Worked on the existing hard coded elements in the website to make it authorable.
* Integrated API calls to get user profile and member info and display it in custom components.
* Developed Unit Test jobs using Mockito framework and integrated with Jenkins to generate  test reports.
* Build and Release Management in AEM using Jenkins, Maven and Git.
* Peer Code review & Analysis/Design documentation.
* Gathered business requirements and converted them to Technical.

**United Health Group – Salt Lake, UT** Jan 2013 – Oct 2015 **AEM Developer**  Responsibilities:

* Interacted with Product owners to discuss wireframes and estimates.
* Developed and customized template, designs and component libraries for the site.
* Used Adobe Maven Archetype for the project initial setup.
* Worked on the architecture/POC for developing International sites (multi-language, multi-country) and Apache configurations for the site redirections based on cookies.
* Created custom log file generation for debugging components.
* Designed A/B Target activities for more personalized experience for users.
* Integrated Jenkins Continuous integration (CI) tool with AEM environments.
* Worked on custom OSGi services to implement environmental based configurations.
* Worked on the existing hard coded elements in the website to make it authorable.
* Integrated API calls to get user profile and member info and display it in custom components.
* Developed Unit Test jobs using Mockito framework and integrated with Jenkins to generate test reports.
* Build and Release Management in AEM using Jenkins, Maven and Git.
* Peer Code review & Analysis/Design documentation.
* Gathered business requirements and converted them to Technical.

**Liberty Mutual Insurance - Reinsurance project, Dover NH** Nov 2011 – Jan 2013 Tech lead/ Sr. Java developer

Responsibilities:

* Migrated the application from WAS 6.1 to 8.0
* Used Servlets, Struts, JSP and Java Beans for developing the Performance module using Legacy Code.
* Analyzed, debugged the trackers and prepared, suggested Requirement Documents.
* Created Custom Tag Libraries to support the Struts framework.
* Used Data Transfer Object and Data Access Object design patterns for the J2EE framework.
* Implemented JDBC, ibatis code for data retrieval and update.
* User Interface implemented using JSP’s and Ajax.
* Developed SQL, PL/SQL queries for data analysis and extraction.
* Wrote and modified the existing SQL Statements, Stored Procedures, and Functions to accommodate the new business requirements, business rules and changes using SQL Navigator 5

Supported Teradata upgrade.

Was involved in deployment using ANT for tool.

* Deployed the application on IBM Websphere.
* Created application resources file to map variables to labels, headers, footers, messages, etc.
* Developed JUnit Test cases and performed application testing for QC team.
* Used JavaScript for client side validations.
* Participated in weekly project meetings, updates and Provided Estimates for the assigned Task.

# Vaziri & Associates, Miami, FL June 2011- Oct 2011

Software Engineer Responsibilities:

* Built a software application using Java framework to analyze various structural components of a building.
* Developed user interface using HTML/ CSS.
* Implemented the database connectivity to Microsoft SQL Server.
* Implemented the server side processing using Servlets.
* Integrated old code with new for web application delivering custom tailored web news
* Updated design Programs according to new codes.
* Used RESTful web services to design weather component in the application, which is very useful for site investigations.
* Responsible for operation, support and maintenance of systems and networking within the firm.

# University of Florida, Gainesville Sep 2009 – Mar 2011

* Worked with Team of 5 for end-to-end implementation of wireless sensor system including analysis, design, development, testing and debugging including system hardware & software.
* Developed a stand-alone Java application for logging pressure readings in hurricanes.
* Involved in building stand-alone Java application to read values from pressure sensor.
* Developed and customized software tools to interface with sensor and download datasets.
* Developed UI using HTML/JS.
* Enhancements, maintenance and support of the Application.
* Developed software tools and applied those to an exposure study of Florida’s residential infrastructure with regard to wind hazard vulnerability.

**IBM Pvt. Ltd**., **India**  May 2007- Jul 2008 Associate Systems Engineer

* Worked on Medco HealthCare project.
* Designed and developed new software programs, updated and fixed problems in existing programs.
* Designed and Developed WebServices to communicate with business partners with the help of Statefull and Stateless beans.
* Coded in Java using Model-View-Controller architecture.
* Applied software engineering principles along with J2SE Web Development Kit
* Designed and developed JSP pages, Action classes for Struts.
* Interacted with other Architect and Business Analyst for requirements gathering, Business  analysis, and for other system dependencies.
* Participated in meetings and status calls with the client.

# International Institute of Information Technology (IIIT), Hyderabad, India Apr 2006 - Sep 2006 Intern – C Developer

* Planned and developed software application based on C environment.
* Tested and made changes in applications according to the Department’s requirements.
* Modify and debug the existing software.

HONORS/AWARDS and CERTIFICATIONS

* Diamond eRecognition for Performance, Innovation and Collaboration from the Director of Marketing, Managers, Leads and colleagues – UnitedHealth Group.
* Java 1.5 Sun Certified Java Professional.
* Achievement Award for academic excellence at the University of Florida.
* All India Rank 96 (98.91 percentile) in GATE’07 (Graduate Aptitude Test in Engineering).
* Award of Excellence for class topper in Bachelor of Technology.