

Daniel John Gonzalez

Chicago, IL, USA | (773) 837 - 8865 | Danny@CodexCreative.com | [linkedin.com/in/danieljohnngonzalez/](https://www.linkedin.com/in/danieljohnngonzalez/)

OBJECTIVE

With over 20 years of web development experience, my goal is to harness my passion for the digital landscape to create exceptional products. I am a dedicated advocate for user experience, focused on driving revenue through repeat transactions. I strive to promote best practices and application security to ensure excellence at every level.

SKILLS

- Full Stack Web Development
- Front End Client Side Focused
- OSGI, JCR, Adobe DAM
- Agile Scrum Methodology
- Adobe Experience Manager
- Maven, Apache Sling & Felix
- Wordpress, Drupal & AEM Content Management Systems (CMS)
- Java, Java EE, Servlets, HTL
- Sightly, Coral, Touch UI
- Project & Product Management
- Git, HTML5, CSS3, JavaScript
- React, TypeScript, Vue.js
- A/B Testing Optimization
- API REST Web Services
- Microsoft Office 365 Tools
- Adobe Marketing & Creative Suite
- AWS, Azure & Google Cloud
- Docker, SQL, NoSQL, MySQL
- Interactive Gamification
- ARIA Accessibility with UX & UI
- Technical Design, Code Reviews & Search Engine Optimization

WORK EXPERIENCE

AEM Developer, Consultant & Architect, Contractor

January 2024 - Current

- **Enhanced user engagement** through customized AEM site integrations, optimizing page performance, using experience fragments, content fragments, content fragment models and digital asset management (DAM)
- **Led AEM development and CMS training** for multiple clients, ensuring effective content management and platform adoption from development to dev-ops, authoring, documentation and leading team training.
- **Expanded agency portfolios** by delivering sophisticated AEM integrations, with a variety of front-end technology solutions tailored to client needs.
- **Provided Agile coaching and coordination** across ceremonies, estimation processes, and business workflows, fostering a collaborative and productive environment.
- **Managed cross-functional team alignment** for seamless content management development on Adobe Experience Manager on-premises systems and in the cloud.

Software Engineer 2, Travel + Leisure Co., Orlando, FL

March 2021 - December 2023

- **Led cross-functional teams** of developers and external vendors to create a high-performance AEM Headless solution on the AEM Cloud, seamlessly integrated with a custom-built white-label CMS utilizing the Expedia Platform API, Adobe DAM, and Java OSGI Web Services for immersive travel experiences.
- **Engineered Content as a Service (CaaS) through AEM Headless**, providing scalable, reusable content across luxury travel brands while ensuring high SEO standards and efficient content syndication across platforms.
- **Implemented dynamic user personalization** with advanced JavaScript, alongside Google Analytics and Tag Manager, to enhance engagement and track performance across a portfolio of premium travel sites.
- **Optimized system performance**, reducing API response times by 20% through in-depth analysis and strategic bottleneck resolution, ensuring timely, dependable project completions for travel audiences.
- **Overlaid CI/CD pipeline management using Jenkins and Git**, enabling automated, seamless deployments and enhancing AEM back-end service stability on AWS and Rackspace to support high-traffic travel applications.
- **Performed thorough testing, proof of concepts, and code reviews**, maintaining excellence in stability, quality, and best practices within Headless AEM architecture.
- **Excelled in cross-functional collaboration**, adeptly managing client and vendor relations and aligning technical implementations with strategic business goals to deliver seamless, premium digital travel solutions.

React & AEM Developer, Contractor

January 2020 - March 2021

- **Diagnosed and resolved intricate front-end challenges** using React, JSON, and REST API integrations, enhancing functionality and user satisfaction.
- **Led and mentored global development teams** on AEM 6.5, 6.4, and AEM Cloud, establishing best practices and driving platform adoption for impactful client results.
- **Guided teams in Agile transitions** while overseeing development projects and contributing hands-on to ensure timely, high-quality deliverables.
- **Interactive Gamification & Production** for marketing campaigns to achieve customer growth and loyalty.
- **Developed dynamic front-end solutions** from Adobe XD designs, integrating with JSON REST API calls and a tech stack including JavaScript, Grafana, YUI, Sencha, Node.js, NPM, and LESS CSS, for seamless, data-driven content delivery from the AEM JCR repository and DAM assets.
- **Boosted user engagement** through targeted UI/UX enhancements, gamified elements, and high-impact marketing.

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Senior Web Developer, Great Wolf Lodge, Chicago, IL

July 2019 - January 2020

- **Led cross-functional teams in migrating the Drupal 6 site to AEM 6.4 on Azure**, incorporating React JS and ASP.net C# Web API for a modernized, high-performance backend, resulting in a 40% improvement in system efficiency to enhance guest digital experiences.
- **Developed and maintained a library of reusable UI components, styles, and assets** for seamless, consistent branding across web and mobile platforms, enhancing the digital presence of resort properties.
- **Collaborated with design teams** to translate legacy Drupal CMS features and new design concepts into an AEM-powered JavaScript React front end, achieving perfect design fidelity across components.
- **Optimized cloud performance and reliability on Microsoft Azure** with CI/CD pipelines and extensive unit testing, ensuring a resilient and scalable platform for resort marketing initiatives.
- **Expertly integrated AEM with Adobe suite tools** (Adobe Analytics, Test & Target, Audience Manager, DAM, and Adobe CMS) to track visitor engagement, personalize content, and streamline digital asset management.
- **Transformed designs from InDesign, Sketch, and Figma** into interactive front-end experiences in React, utilizing JavaScript, CSS, HTML, SLY, OSGI, Sling Model, Touch UI, JCR, and Maven to deliver responsive, captivating AEM components tailored to resort guests

Software Engineer 2, W. W. Grainger Inc., Chicago, IL

March 2017 - July 2019

- **Implemented front-end solutions that enhanced homepage and checkout performance by 30%**, driving significant improvements in conversion rates and customer retention for high-volume sales.
- **Conducted comprehensive code reviews and debugging** to ensure flawless software releases on Amazon AWS, optimizing performance on the Java-based Hybris eCommerce platform.
- **Collaborated with backend teams** to integrate APIs, enabling seamless data flow and reliable transaction processing across multiple applications.
- **Served as lead engineer for the personalization team** on key areas like the homepage, blog, and checkout funnel, leading to increased repeat sales through tailored content and customer engagement.
- **Increased revenue and customer retention** by integrating personalized shopping history and analytics, collaborating closely with cross-functional teams to enhance user experience.
- **Utilized Redux-Saga for effective side-effect management** in Redux applications, improving application stability and user interface predictability.
- **Drove collaboration between design, UX, and analytics** to develop a streamlined auto-reordering system, enhancing customer convenience and engagement.
- **Led the migration to a micro-frontend architecture** using Webpack modules, reducing deployment times by 40% and significantly improving code maintainability and scalability.
- **Developed and integrated front-end solutions** across AEM 6.4, Node.js, JavaScript, React, Redux, Vue.js, Java, Material UI, Smarty Templates, LESS, Flutter, Hybris eCommerce, and WordPress to create a cohesive, high-performance website experience.

Front End Developer, CDW Corporation, Chicago, IL

August 2015 - March 2017

- **Engineered a responsive design framework** with ASP.NET and Headless AEM, optimizing site performance across devices, leveraging AEM Sites for page content and the DAM for asset management, resulting in a 40% increase in mobile traffic.
- **Implemented a seamless Content-as-a-Service (CaaS) integration** from AEM 6.3 to a .NET ASPX system, utilizing Node.js, Gulp, and SASS for efficient content distribution and streamlined management.
- **Developed an interactive grid filter** that boosted product revenue by 460%, enhancing product discovery through targeted filtering and intuitive functionality.
- **Led A/B testing strategies with Optimizely**, achieving a 12% improvement in conversion rates by refining interface elements and optimizing user interactions.
- **Created SEO-focused blog and solution pages** that drove a significant increase in lead generation through contact form completions, supporting brand visibility and audience engagement.
- **Designed and managed high-impact marketing campaigns**, including interactive voting brackets and NBA sweepstakes, to elevate brand engagement and drive user participation.

EDUCATION

Bachelor of Science in Computer Science

August 2000 - June 2005

Northeastern Illinois University - Computer Science Major, with a Minor in International Business Marketing and Management... Extra Curricular: College Radio Station 88.3FM Chicago Station Manager, Student Government.

Ongoing Education:

AAA Game Production - Taught by Andy Johnson (SEGA) & Dan McAuliffe (Bungie)

Application Security - Taught by Jim Manico (OWASP Foundation Co-Founder)

Agile Scrum Methodology - Taught by Marty Cagan (Silicon Valley Product Group)