

Daniel John Gonzalez

Software Engineer, AEM Architect & Developer (US Citizen)

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Portfolio: <https://DanielJohnGonzalez.com> My Consulting Company: <https://CodexCreative.com>

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EDUCATION

Northeastern Illinois University, Chicago IL - *Bachelors of Science 2005 Graduate*

Computer Science Major with a Minor in International Business Marketing and Management.

Extra Curricular: WZRD 88.3 fm Radio Station Manager, Student Government Senator.

Ongoing Education & Certifications:

AAA Game Production - Taught by Andy Johnson (*Pokémon, Minecraft*) & Dan McAuliffe (*Bungie, MTG*)

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

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

SKILLS

Adobe Experience Manager, Full-Stack Web Development with a Front-End focus, Agile Methodology, Software Development Lifecycle, Adobe Marketing Cloud & the Adobe Master Creative Suite, ARIA Accessibility, Content Management Systems, UI/UX, Wordpress, eCommerce, PHP, ASP.net, C#, VB, Ruby on Rails,, HTML, CSS, JavaScript, TypeScript, React, Angular, Vue, Three.js, Sencha, Java, OSGI, JCR, SQL, Adobe Design Tools, Photoshop, Final Cut, Adobe Dynamic Media, Adobe Launch, GTM, Analytics, A/B Testing Optimization (Google Experiments, Ommitimely, Test & Target), FTP, Azure, AWS, MS Office Suite, IIS, Linux Servers, Maven, Apache Sling & Felix, Crystal Reports, Wordpress, Drupal & AEM Content Management Systems, Sightly, Coral, Touch UI, Debugging, Product Development, Project Management, API Web Services, Cyber Security, Application Security, QA, Documentation, Requirements Gathering, Interactive Gamification & AAA Game Production.

EXPERIENCE

AEM Production Manager & CMS Consultant - Codex Creative LLC

JANUARY 2024 - PRESENT

- **Enhanced user engagement** through customized CMS development with Adobe Experience Manager, Drupal, Sitecore and Wordpress; optimizing performance, leveraging A/B testing, experience & content fragments & models and dynamic digital asset management.
- **Led hands-on & trained AEM dev & content teams** for multiple clients while ensuring effective content management and platform adoption from dev code to dev-ops, authoring, documentation and leading CMS training & documentation while integrating Workfront and Salesforce.
- **Expanded agency portfolios** by delivering sophisticated custom integrations, with a variety of front-end technology solutions tailored to client needs as well as led Agile Ceremonies.
- **Managed a variety of Databases** like MongoDB, Elasticsearch, Firebase, Redis, SQL & MySQL.
- **Provided Agile coaching and coordination** across in-house and client teams by managing ceremonies, project estimations, business processes, content production and workflows; with the goal of fostering a collaborative & productive environment.
- **Worked through agencies specializing** in Digital Services, Computing and the Health Care industry with clients like CDW, Abbott Labs Mayo Clinic and others.

Software Developer 2 - Travel + Leisure Co. / Wyndham Resorts

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 utilizing various 3rd party systems into a cohesive product.
- **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.
- **Oversaw 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 along with authentication and authorization flows with 3rd parties.
- **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.

AEM Architect - Independent Contractor with Bounteous & Hays

JANUARY 2020 - MARCH 2021

- **Diagnosed and resolved intricate front-end challenges** using React, JSON, and REST API Integrations, Enhancing Functionality, User Satisfaction, A/B Testing, and Adobe Audience Manager.
- **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 AAA Production** for marketing campaigns to achieve customer growth and loyalty.
- **Worked with agency partners** to represent their business to their clients, identifying client needs and optimizing communication between Design, Project Managers and Account Executives.
- **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 Adobe DAM.
- **Boosted user engagement** through targeted UI/UX enhancements, gamified elements, and high-impact marketing.

AEM Developer - Great Wolf Lodge

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.
- **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.

Software Engineer 2 - Grainger Industrial Supply

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.

Sr Front End Developer - CDW Inc.

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% traffic boost.
- **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 in a responsive fashion to boost mobile sales.
- **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.

Full-Stack Developer - SK Holdings

MAY 2014 – AUGUST 2015

- **Designed and developed custom blog and media CMS systems** using Ruby on Rails (MVC architecture), delivering robust, scalable solutions tailored to client needs.
- **Migrated and rebuilt legacy PHP websites into modern Ruby on Rails applications** from the ground up, enhancing maintainability and performance.
- **Engineered cross-platform JavaScript solutions** utilizing Angular, Bootstrap, and SASS, ensuring responsive and intuitive user experiences.
- **Created pixel-perfect, W3C-compliant user interfaces** for web-based customer applications with HTML, XHTML, and CSS.
- **Built and integrated a custom affiliate network** leveraging cookies to drive targeted traffic and

maximize conversion rates.

- **Developed and executed comprehensive testing strategies**, including unit tests with Capybara, RSpec, and Selenium, following Test-Driven Development (TDD) principles.
- **Conducted user load, functional, and security testing** for web services using SOAP UI to validate XML/WSDL integrations.
- **Streamlined front-end development** with Yahoo UI (YUI), jQuery ES5/ES6, HAML, and SASS to enhance website functionality and aesthetics.
- **Optimized user engagement** through continuous A/B testing and analytics-driven iterations using Google AdWords and other tools.
- **Designed database architecture** and implemented backend logic, writing efficient SQL queries and building factories, models, controllers, and custom scaffolding in Ruby on Rails.

Front-End Developer - Crate & Barrel

MARCH 2013 – MAY 2014

- **Engineered a responsive mobile checkout system** using a .NET MVC framework, significantly enhancing user experience and driving an increase in sales conversion rates.
- **Actively contributed to a Rapid Response Team**, identifying and resolving critical bugs and site issues with efficiency under tight timelines, ensuring minimal downtime.
- **Gained hands-on experience in Agile methodologies** through mentorship with industry expert Marty Kagan, applying best practices in iterative development and team collaboration.
- **Partnered closely with UX, design, and marketing teams** to implement and analyze A/B testing strategies using custom Optimizely JavaScript functions, optimizing user engagement and conversion rates.
- **Implemented SonarQube** to analyze code quality, identify bugs, and streamline debugging processes, ensuring clean, maintainable, and efficient codebases.

Other Companies & Positions Held:

Codex Creative LLC. Owner, Lead Architect, Senior Developer & CEO ('11 - '13), **Creative Circle**, Freelance Web Developer ('10 - '11), **Chicago Music Exchange**, eCommerce & IT Director ('08 - '10), **Agora Web Solutions**, Developer & Project Manager ('07 - '08), **Emalfarb Swan & Bain**, Director of Communications ('05 - '07), **Motorola Inc.**, Resource Management Engineering Intern ('04 - '05), **Market Partners**, Interactive Promoter ('02 - '04), **Northwestern University**, Internet Researcher ('00 - '02).

