

# Daniel John Gonzalez

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## OBJECTIVE

With over 20+ years of web development experience my goal is to leverage my passion for the digital world through creating amazing products. I am always a champion for the user experience with the goal of driving revenue through repeat transactions. To promote awareness of best practices and application security to excel at every level.

## SKILLS

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| <ul style="list-style-type: none"><li>• Full Stack Web Development</li><li>• Front End Client Side Focused</li><li>• OSGI, JCR, Day CQ</li><li>• Agile Scrum Methodology</li><li>• Adobe Experience Manager</li><li>• Maven, Apache Sling &amp; Felix</li><li>• Wordpress, Drupal &amp; AEM Content Management Systems (CMS)</li></ul> | <ul style="list-style-type: none"><li>• Java, Java EE, Servlets, HTML</li><li>• Sightly, Coral, Touch UI</li><li>• Project &amp; Product Management</li><li>• Git, HTML5, CSS3, JavaScript</li><li>• React, TypeScript, Vue.js</li><li>• A/B Testing Optimization</li><li>• API REST Web Services</li></ul> | <ul style="list-style-type: none"><li>• Microsoft Office 365 Tools</li><li>• Adobe Marketing &amp; Creative Suite</li><li>• AWS, Azure &amp; Google Cloud</li><li>• Docker, SQL, NoSQL, MySQL</li><li>• Interactive Gamification</li><li>• ARIA Accessibility with UX &amp; UI</li><li>• Technical Design, Code Reviews &amp; Search Engine Optimization</li></ul> |
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## WORK EXPERIENCE

- AEM & CMS Consultant, Studio North, North Chicago, IL** January 2024 - Current
- Optimized user engagement, contributing to a 20% increase in client satisfaction.
  - AEM Development & Team Content Management (CMS) Training for various clients.
  - Expanded agency portfolio by 10% through leveraging AEM Development & Content.
  - Agile Coaching through Ceremonies, Estimation and Business Processes.
  - Coordinate with cross-functional teams to deliver seamless content management development on an Adobe Experience Manager on-prem system and Wordpress.
  - Implement Agile Methodologies, leading to a 15% increase in team efficiency.
  - Custom Wordpress CMS development with Search Engine Optimization, Google Tag Manager & Analytics.
- AEM Software Engineer 2, Travel + Leisure Co., Orlando, FL** March 2021 - December 2023
- Analyzed system performance metrics to identify and resolve bottlenecks, improving API response times by 20%; delivering projects on time with dedicated team leadership.
  - Lead a team of Vendors & Developers leveraging the AEM Cloud & a custom built White-Labe CMS that leveraged the Expedia Platform API, Postman.
  - Integrated content syndication on a variety of branded websites, targeted SEO & dynamic JavaScript personalization.
  - Leveraged APIs & Third-Party solutions seamlessly into the system along with Google Analytics & Tag Manager.
  - Ensured quality and system stability through rigorous testing, POCs and code reviews.
  - Deep knowledge of AEM Cloud infrastructure on AWS and Rackspace, CICD.
  - Managed deployment pipelines using Jenkins and Git, ensuring smooth and reliable releases.
  - Comfortable with large teams and interfacing with customers and vendors.
- Sr AEM Developer, Bounteous, Chicago, IL** January 2020 - March 2021
- Analyzed and resolved complex front-end issues leveraging JSON Rest API calls.
  - Lead global development teams in understanding and leveraging AEM 6.5, 6.4 and AEM Cloud Instances.
  - Facilitated teams transitioning to Agile while managing development teams and hands-on programming myself too.
  - Wrote Front End code from Adobe XD designs interfacing with JSON Rest API calls, JavaScript, Grafana, YUI, Sencha,Node.js, NPM & LESS CSS to display dynamic content.
  - Achieved 35% increase in user interaction through marketing contest promotions, enhanced UI/UX & Gamification.
- AEM Development Manager, Great Wolf Lodge, Chicago, IL** July 2019 - January 2020
- Led cross-functional teams to migrate Drupal 6 site into AEM 6.4 on Azure with React JS and a ASP.net C# Web API Back-End; resulting in a 40% increase in system efficiency.
  - Built and maintained a common library of reusable UI components, styles, and assets for both web and mobile.
  - Worked closely with design teams to translate an old Drupal CMS website and new designs into a reusable AEM JavaScript React Front End, ensuring 100% design fidelity on all components.
  - Leveraged the Microsoft Azure Cloud by using a CI/CD pipeline & Unit Testing coverage.
  - Deep understanding of and experience with integrating AEM with other Adobe tools (Adobe Analytics, Test & Target, Audience Manager & the Adobe Content Management Suite).
  - Interpreted designs from InDesign, Sketch & Figma into Front End leveraging JavaScript, CSS, HTML, SLY, OGSI, Sling Model, Touch UI, JCR, Maven to build dynamic AEM component.

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### WORK EXPERIENCE CONTINUED

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

March 2017 - July 2019

- Implemented front-end solutions that boosted website homepage and checkout performance by 30%, contributing to higher conversion rates and customer retention.
- Conducted rigorous code reviews and debugging to ensure high-quality, error-free software releases on the Amazon AWS Cloud with Java's Hybris eCommerce platform.
- Collaborated with backend teams to integrate APIs and ensure seamless data flow across applications.
- Lead engineer on the personalization team for the homepage, blog & checkout funnel leading to repeat sales.
- Oversaw a large increase to revenue and customer retention by integrating personalization, shopping history & analytics data working with cross functional teams.
- Utilized Redux-Saga for managing side effects in Redux applications, improving application stability and predictability.
- Fostered collaboration between design, UX and analytics to develop Grainger's Auto-Reordering System.
- Successfully migrated React applications to a micro frontend architecture using Webpack modules, reducing deployment times by 40% and improving code maintainability.
- Developed in AEM 6.4, Node.js, JavaScript, React, Redux, VUE.js, Java, Material UI, Smarty Templates, LESS, Flutter, Hybris eCommerce & Wordpress; bridging all these systems into one cohesive website experience.

#### Front End Developer, CDW Corporation, Chicago, IL

August 2015 - March 2017

- Created an interactive grid filter that increased +460% in product revenue.
- Pioneered a responsive design framework, ensuring seamless performance across devices and boosting mobile traffic by 40% by leveraging ASP.net & Headless AEM.
- Developed marketing campaigns, voting brackets and NBA sweepstakes promos.
- Developed a Content-as-a-Service connection from Adobe Experience Manager (AEM 6.3) into a .Net ASPX system leveraging Node.js, Gulp and SASS.
- Designed and implemented A/B testing strategies with Optimizely & interactive promotions improving conversion rates by 12% and optimizing user interaction.
- Search Engine Optimization with Blog Promotional and Solution Pages driving contact form data collection.

#### Full Stack Developer, SK Holdings, Chicago, IL

May 2014 – August 2015

- Developed custom Blog & Media CMS systems in Ruby on Rails MVC Architecture.
- Managed sites originally created in PHP & then rebuilt them with Ruby on Rails from scratch.
- Involved in testing Web services and XML with SOAP UI to locate WSDL files on the internet, create Test cases, run them, do load testing, security testing.
- Implemented microservices and event-driven architecture, enhancing system scalability and reliability.
- Undertaken development for a cross-platform JavaScript based solution using AngularJS, Bootstrap and SASS.
- Wrote Unit Test with Capybara, RSpec, Selenium alongside Test Driven Development (TDD).
- Integrated ElasticSearch for robust search solutions, improving search accuracy and speed.

#### Front End Developer, Crate & Barrel, Northbrook, IL

March 2013 – May 2014

- Developed Responsive Mobile Checkout using a .Net MVC Framework increasing sales conversion.
- Assisted website's Rapid Response Team to quickly identify bug fixes and site issues efficiently.
- Collaborated with UX, Design & Marketing to execute A / B Testing with custom Optimizely JS functions.
- Used Visual Studio, Team Foundation Server, Git & SVN for source control and application development, and setup SonarQube for bug analysis and fixing.
- Collaborated with product owners and UX designers to ensure the delivery of high-quality user interfaces that meet business requirements to promote products through search engine optimization and dynamic tag management.

### 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 DJ & Station Manager, Student Government.

#### Certificates, Workshops & Ongoing Education:

Cybersecurity Certification - Various Professors at Massachusetts Institute of Technology (MIT)

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)