

# Daniel John Gonzalez

## Sr Software Engineer, Web Developer & Project Manager.

Chicago, IL USA - Born & Raised - US Citizen

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## SKILLS

Full Stack Web Development with a Front End Responsive focus, Agile Methodology, Software Development Lifecycle, Adobe Experience Manager, Adobe Marketing Cloud & the Adobe Master Collection Creative Suite, ARIA Accessibility, Content Management Systems, UI/UX, Wordpress, eCommerce, HTML, CSS, JavaScript, A/B Testing Optimization, Debugging, Product Development & Management, API Web Services, Cyber Security, Application Security, QA, Documentation, Requirements Gathering, Interactive Gamification & AAA Production.

## OBJECTIVE

To leverage my passion for the digital world by creating amazing products. I am always a champion for the user experience through building robust technology that drives revenue through repeat transactions. To promote awareness and security to excel on business goals.

## EXPERIENCE

### **Web Developer [Contractor] - Studio North, North Chicago IL [Hybrid]**

JANUARY 2024 - PRESENT

- Optimized user engagement, contributing to a 20% increase in client satisfaction.
- 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.
- Expanded agency portfolio by 10% through leveraging AEM Development & Content.

### **Software Engineer 2 [FTE] - Travel + Leisure Co., Orlando FL [Remote]**

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.
- Ensured quality and system stability through rigorous testing, POCs and code reviews.

### **AEM Developer [Contractor] - Bounteous, Chicago IL [Remote]**

JANUARY 2020 - MARCH 2021

- Analyzed and resolved complex front-end issues leveraging JSON Rest API calls.
- Achieved 35% increase in user interaction through enhanced UI/UX & Gamification.

## **Senior Web Developer [FTE] - Great Wolf Lodge, Chicago IL [On-Site]**

JULY 2019 - JANUARY 2020

- Led cross-functional teams to enhance AEM 6.4 functionalities with React JS and a ASP.net C# Web API Back-End; resulting in a 40% increase in system efficiency.
- Worked closely with design teams to translate an old Drupal CMS website and new designs into a reusable AEM front-end, ensuring 100% design fidelity on all components.
- Leveraged the Microsoft Azure Cloud by using a CI/CD pipeline & Unit Testing coverage.

## **Software Engineer 2 [FTE] - Grainger Industrial Supply, Chicago IL [Hybrid]**

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.

## **Sr Front End Developer [FTE] - CDW Inc., Chicago IL [On-Site]**

AUGUST 2015 - MARCH 2017

- Pioneered a responsive design framework, ensuring seamless performance across devices and boosting mobile traffic by 40% by leveraging ASP.net & Headless AEM.
- Designed and implemented A/B testing strategies with Optimizely & interactive promotions improving conversion rates by 12% and optimizing user interaction.

## **Other Companies & Positions Held:**

**SK Holdings**, Full Stack Developer ('14 - '15), **Crate & Barrel**, Front End Developer ('13 - '14), **Codex Creative**, CEO / Sr Developer / Owner ('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). ... Overall Experience: +20 years.

## **EDUCATION**

### **Northeastern Illinois University, Chicago IL - Bachelors of Science**

AUGUST 2000 - JUNE 2005

Computer Science Major with a Minor in International Business Marketing and Management, College Radio Station 88.3FM Chicago Station Manager, Student Government Senator.

**Cyber Security Certificate** - Various Teachers (*Massachusetts Institute of Technology*)

**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)