DIONY CONCEPCION

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Experience

IBM | NIH/NORC | joinallofus.org, allofus.nih.gov
Senior Salesforce Developer, March 2024 – Present
- Lead Front-End Salesforce Developer working on a Federal project to migrate public-facing websites to modern technologies. Responsibilities include feature enhancements and UI/UX development using Salesforce Experience Cloud with the LWR framework.

IBM | Apollo Global Management
Salesforce Developer, December 2021 – May 2024
- Oversee the deployment of new system integrations into production.
- Providing ongoing support to the Apollo Sales Enablement and Marketing team.
- Actively managing and offering guidance to offshore developers.
- Playing a pivotal role in leading and contributing to the ongoing NextGen Salesforce transformation project.
- Continuously developing automation solutions using Flow in Salesforce for the NextGen project.

IBM | PepsiCo, CenturyLink, Moet Hennessy, Lumen
Front-End Salesforce Developer, July 2019 – December 2021
- Lead the design and setup of Front-End features and connections across B2B Commerce Cloud, Service Cloud, and Sales Cloud platforms, making significant individual contributions.
- Work closely with Technical Leads, Senior UX Designers, Product Owners, and Product Managers to create engaging user interfaces using the latest tech.
- Drive projects with a focus on constructing reusable, scalable codebases tailored to specific project needs, while also leading the creation of comprehensive functional requirement documents and procedural guidelines.
- Demonstrate expertise in Salesforce development and administration, actively contributing to Lightning Web Components, APEX, Omni-Channel, Salesforce Chat, Queues, Public Groups, Permission Sets, Permission Set Assignments, Custom Permissions, Workbench, Change Set Deployments, Accessibility testing with VoiceOver and JAWS, and offering valuable insights and solutions.

IBM | Sally Beauty, CosmoProf
Front-End Commerce Cloud Developer, Oct 2018 – July 2019
- Manage Front-End development functionalities and integrations on Salesforce B2C Commerce Cloud platform.
- Collaborate with Technical Lead, Senior UX Designer, Product Owners, and Product Managers to develop dynamic user interfaces using cutting-edge technologies.
- Tasks involve creating reusable, scalable code, drafting functional requirement documents, and producing guides for project implementation.

BrandShop | Huggies, CharmingCharlie, Cuisinart, Kuhn Rikon, Conair, One-Touch
Salesforce Commerce Cloud Developer, April 2018 – Oct 2018
- Responsible for Front-End development features and integrations for major brands hosted by Salesforce Commerce Cloud (formerly Demandware)
- Work with an agile and cross functional teams such as engineering, QA and product management
- Projects includes Responsive Design, Cross Browser Compatibility

Red Van Workshop | coach.com, fruit.com, spalding.com, russellathletic.com, vanityfairlingerie.com
Demandware (Salesforce Commerce Cloud) Developer, August 2017 – April 2018
- Responsible for Front-End development features and integrations for major retail brands hosted by Salesforce Commerce Cloud (formerly Demandware)
- Work with an agile and cross functional teams such as engineering, QA and product management
- Projects includes Responsive Design, Cross Browser Compatibility & Accessibility

Panasonic | shop.panasonic.com, business.panasonic.com, na.industrial.panasonic.com
Web Manager/Developer, December 2011 – August 2017

- Responsible for developing new feature enhancements using Eclipse, JavaScript, HTML and CSS for B2C and B2B public facing website hosted by Salesforce Commerce Cloud (formerly Demandware)
- Work with cross functional teams such as engineering and product management on workflow, including allocation of resources and scheduling
- Responsible for code reviews, merge and migration across environments via Bitbucket repository and Cloudbees build tool

Senior Web Producer/Developer, August 2012 – November 2015

- Organize, lead and update web environments to enhance applications within the SDLC
- Worked on consumer e-Commerce platform to initiate and shepherd key website enhancements
- Collaborate with Project Manager on workflow including allocation resources and scheduling
- Train new hires with our web applications and software's to produce and support B2C and B2B web properties using JavaScript, jQuery, HTML, CSS and Bootstrap

Web Producer/Developer, December 2011 – August 2012

- Responsible for maintaining Panasonic's consumer and business web properties content using dotCMS e-Commerce platform, Commerce Accelerator (IBM) and Oracle CMS
- Supported e-Commerce initiatives such as online advertising, email marketing & microsites
- Collaborated with internal Web Team on processes and workflows for all deliverables including collecting assets, product details, specifications, images, collateral material

J.P. Morgan Asset Management | am.jpmorgan.com/us/institutional/home
Web Publisher/Content Manager, September 2010 – December 2011

- Responsible for internal & external global JP Morgan Institutional Asset Management (IAM) Web sites
- Worked with IT and outside vendors to implement new tools and capabilities to achieve business goals
- Served as liaison with JPMAM Intranet Services Group and JPMorgan Web Team to manage IAM sites adoption of corporate portal and CMS platform changes, updates and new features
- Managed websites with FatWire, Vignette and SharePoint content management systems

Panasonic | business.panasonic.com
Web Producer/Developer, June 2010 – September 2010

- Responsible for updating website content for assigned areas through Oracle CMS
- Organized and coordinated site collateral including imagery, product specifications, and materials
- Coordinate with internal Web Team on processes and workflows for all deliverables including collecting assets, product details, specifications, images, collateral material
- Produced web pages and content, tested and prepared code for production deployment

Projects

Knuckleheadz Studios **|** knuckleheadz.xyz | Front End Developer, April 2022 - December 2023

- Responsible for UI website design and DevOps

ART**NOIR |** artnoir.co | Web Developer, November 2015 - September 2022

- Managed website UI redesign, feature enhancements and content updates

Sweet Spot Festival | sweetspotfestival.com | Web Developer/Designer, April 2014 - September 2017

- Produce initial site design, designed and developed monthly email newsletter

Github | https://github.com/dionyc | Front End Development, Recent works

- ESPN HTML5 Scoreboard Component using JSON | *https://dionyc.github.io/espn-html5-scoreboard/*
  - Project uses ESPN's large pencil expand panel dimensions and specs, JavaScript, HTML, CSS

Certifications/Skills/Education

Salesforce Certified Data Cloud Consultant
Salesforce Certified AI Associate
Salesforce Certified Associate
Salesforce Certified User Experience Designer
Salesforce Certified Platform Developer
Salesforce Certified B2C Commerce Developer

Technical: Lightning Web Components, APEX, JavaScript, CSS/Sass, jQuery, Node.js, HTML, XML, PHP
Tools: Visual Studio Code, Azure DevOps, Copado, Eclipse, SourceTree, Bitbucket, Github, JIRA, Workfront, Cloudbees, NPM, Visual Studio, Adobe Creative Suite
Spoken Language: English, Fluent in Spanish
Environments: Salesforce Commerce Cloud (formerly Demandware), Salesforce Service Cloud, Ensighten Tag Manager, Google Tag Manager, SharePoint CMS, Shopify, Volusion eCommerce Platform, Wordpress, Squarespace

SUNY College at Old Westbury, B.S, Computer Science | May 2005