

# John Simmons

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## Summary

A software developer who specializes in the Adobe Experience Cloud.

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## Certifications

### Adobe Certified Expert - Adobe Analytics Developer

Verification Code: RXQWVQH2CNBQ1YGL

### Adobe Certified Master - Adobe Target Architect

Verification Code: JFJMMHF1KFB4QP96

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## Skills and Tools

Adobe Analytics • Adobe Target • Adobe Launch • Adobe Experience Platform (AEP) • AEP Web SDK • JavaScript • TypeScript • React • React Native • Next.js • Python • Node.js • Google Tag Manager • Amplitude • Segment • Singular • HTML • CSS • Sass • Tailwind • GraphQL • Git • AWS Lambdas • Serverless Framework

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## Projects

### Perpetua Digital Launch Assistant

I am the sole developer of the Perpetua Digital Launch Assistant. The Perpetua Digital Launch Assistant is a tool for Adobe Developers that offers better Searching, Visualization of Data Elements and Rule relationships, and creating email and slack alerts for Launch properties.

<https://assistant.perpetua.digital/>

### Custom Debug Logger - Launch Extension

The Custom Debug Logger extension allows you write custom console logs and toast modal notifications using the Launch UI that are only visible in debug mode.

<https://www.adobeexchange.com/experiencecloud.details.104698.html>

### Omnibug

I am a contributor to the open source analytics browser extension Omnibug

<https://omnibug.io/>

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## Experience

### Senior Analytics Engineer

Marriott Hotels | 9/24 - Present

I provide comprehensive guidance on the implementation and deployment of Adobe Experience Cloud solutions, including Adobe Launch, Adobe Analytics, Adobe Target, and the Adobe Experience Platform. My responsibilities include technical implementation and development and stakeholder enablement, including creating technical documentation, conducting technical training, and mentoring team members.

### Senior Software Engineer

Rocket Money | 8/23 - 8/24

As a Senior Software Engineer, my primary focus was integrating our website and mobile app with analytics vendors and services such as Adobe, Amplitude, Segment, Google, and Singular. This role required expertise in our codebases and technology stack and a deep understanding of vendor libraries. In addition to instrumenting data collection with these tools, I collaborated closely with our Product and Marketing teams to develop website and app experimentation. Furthermore, I served as an advisor on our data governance committee, to help ensure data quality and standardization.

### Senior Analytics Engineer

Rocket Mortgage | 8/16 - 8/23

I served as the subject matter expert for Adobe Experience Cloud products. In addition to my technical implementation responsibilities, I also worked as an end-to-end project consultant for the deployment of Adobe Launch, Adobe Analytics, Adobe Target, and the Adobe Experience Platform from both a technical and strategic perspective. This includes writing technical documentation for developers, conducting introductory training for product owners, and building dashboards for analysts.

### User Experience Researcher

Quicken Loans | 5/13 - 9/16

I provided insights on the relationship between the behavior of our users, our website data, and the business key performance indicators of Quicken Loans' various web and mobile applications.

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## Education

### Master of Science in Information - Human Computer Interaction

University of Michigan

2013

### Bachelor of Science - Digital Imaging

Western Michigan University

2010