VISHANG SONI

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SUMMARY

Experienced and certified Adobe Experience Manager (AEM) Developer with comprehensive expertise in building and managing digital experiences along with over 10 years of expertise in both front-end and back-end development, specializing in HTML, CSS, JavaScript, React, NodeJs. Delivering high-quality, scalable web applications and enhancing user engagement. Adept at collaborating with cross-functional teams to drive project success and implement innovative solutions.

SKILLS

Languages : Javascript, ES6, HTML5, CSS3, LESS, SASS, JSON, XML, HTL, MySQL, GraphQL
Frameworks: Bootstrap, React, JAMStack, NextJs MaterialUI, TailwindCSS, NodeJS, SEO Concepts
Adobe Experience Cloud: Adobe Experience Manager (AEM), Adobe Experience Platform, Adobe Target, Adobe Campaign, Adobe Journey Optimizer, AEM sites, Assets, Workflows.
DevOps: Git, Bitbucket, AWS, GitLab, Netlify, Github Pages, Gatsby Cloud, Heroku
Data Management: Data Modeling, Data Integration, Data Governance, Customer Data Platforms

EDUCATION

Master's In IT (Professional Computing) - Swinburne University, Melbourne, Australia
Bachelor's in Engineering (IT) - Sardar Patel University, India

ADDITIONAL TRAINING

Adobe Experience Manager Sites Developer Professional - 2024
Adobe Experience Manager Training (Front-end Developer) - 2022
AWS Certified Solutions Architect - 2020

WORK EXPERIENCE

AEM Consultant (CIBC),Toronto   *Apr'24 - Current*

- Developing components, templates, dialogues, pages and bundles within the Adobe Experience Manager Platform, including their configuration, client libraries and templates to meet business and technical requirements..
- Working with technology, product and business partners to design and develop reusable templates, components, and services. Collaborating with tech leads, developers, QA, business stakeholders, product owners to design and build an AEM experience.
- Point of contact for various projects on CIBC, Investor's edge sites, Simplii Financial Sites, Interacting with vendors to ensure smooth implementation of files, migration and integration of API into sites.
- Help with day-to-day operational tasks and assist in ensuring the quality of our managed product.
- Closely work with the Quality Assurance team to resolve technical issues on newly and existing developed components.

Senior Consultant - AEM (CGI - BELL Media), Toronto   *Jan'23 - Mar'24*

- Built an AEM authoring components, templates, dialogues, pages and bundles them within Adobe Experience Manager including their configurations, Client libraries to meet business and technical requirements.
- Integrated Mparticle CDP (Customer Data Platform) into marketing technology stacks to unify customer data across various touchpoints and sources. Ensured real-time data flow between Mparticle and connected systems, enabling seamless customer experience management.
- Convert business goals into technical requirements, conduct code/design reviews and drive the technical implementation of the web entities.
- Partnered with technology, business partners and design teams to develop reusable templates, components and services to cater effective/engaging user experiences.
- Help with day-to-day operational tasks and assist in ensuring the quality of our managed product. Closely work with the Quality Assurance team to resolve technical issues on newly and existing developed components.

Senior Web Developer (Klick Health, Aquent), Toronto   *Nov'19 - Nov'22*

- Developed custom components, templates and modified existing templates in AEM using HTL
- Collaborating with internal stakeholders on AEM Campaign and AEM Sites projects.
- Building new and maintaining existing email campaigns in AEM for healthcare industry clients.
- To liaison with QA and Editorial teams to resolve technical issues on React Applications as well as Adobe campaign and Experience Manager
- Created React application with full user experience redesign to release a MVP in about 4 months.
- Worked with UX/UI teams to improve existing applications UI and increase conversion rates by 20%.
- Designed browser compatible websites using HTML5, CSS3, SASS React JS, MaterialUI.

Web Developer (Studio48), Toronto   *Apr'19 - Nov'19*

- Creating end to end solutions as per the client's requirements. Involved in requirements gathering sessions with clients to make the best decision on information flow according to their use cases.
- Create and maintain new and existing Wordpress websites.
- Customize Wordpress themes as per the requirements.
- Deployment of the websites on the client's server after finishing the development.
- Helping migration clients to set up their websites on Wordpress from other platforms.

Vibe Product Analyst (VibeHCM), Saskatoon SK   *Apr'15 - Mar'19*

- Configure clients on HCM as per the requirement documents. Create a dev tool based on requirement documents so other developers can do the branding of their clients.
- Creating branding for various clients of the company.
- Working closely with client and PM to implement Application Tracking Systems(ATS).
- Providing support to the team in terms of design queries.
- Creating documentation for the team on various client configurations to help new team members to understand complex configuration processes.

Front End Developer (Momentum Media), Sydney Australia   *Apr'14 - Mar'15*

- Building and maintaining new and existing Websites. Refreshing old websites with new UI.
- Creating visually appealing websites and interfaces.
- My role concentrates more on front-end side development, which includes creating, editing or modifying templates for a Joomla and WordPress CMS.
- Develop responsive websites and make sure it works seamlessly across all devices.
- Conducting observational user testing or reviewing designs against usability heuristics.
- PSD to HTML Conversion at pixel accuracy.