JOANNE HO

Remote / Phoenix, AZ • (602) 430-6951 • joanneho.az@gmail.com

Senior AEM Engineer • Solutions Architect • Enterprise Adobe Specialist

EXECUTIVE SUMMARY

Strategic AEM Architect and Adobe Experience Cloud specialist with 15+ years of experience delivering enterprise digital platforms, global content architectures, and integrated marketing technologies. Expert in AEMaaCS, Sites, Assets, Edge Delivery Services, Universal Editor, Workfront, and Fusion. Proven track record advising Fortune 500 clients, designing scalable platform foundations, and leading complex multi-solution integrations. Adept in remote consulting, technical validation, and high-impact stakeholder engagement.

CORE CAPABILITIES

- **Adobe Ecosystem Leadership:** AEM Sites & Assets, AEMaaCS, Edge Delivery Services, Universal Editor, Workfront, Fusion, AJO
- **Technical Architecture:** Platform strategy, integration patterns, workflow automation, scalable content frameworks
- **Engineering Excellence:** Java, JavaScript, Sling/OSGi, Node.js, REST, SQL, HTL, Ext JS, API-driven services
- **Consulting & Delivery:** Remote leadership, pre-sales engineering, workshops, customer roadmaps, demo development
- **Content & Experience Platforms:** JCR, Content Fragments, Experience Fragments, metadata governance, asset pipelines

SELECTED CAREER ACHIEVEMENTS

- Enabled **enterprise adoption of AEMaaCS** through custom demos, proof-of-concepts, and integration accelerators used across Adobe's sales organization.
- Designed a reusable **AEM + Commerce (Edge Delivery Services + Helix5)** demo standard now leveraged in client-facing presentations.
- Reduced manual asset-prep time by **automating Photoshop background removal workflows** through Workfront Fusion + Firefly APIs.
- Improved marketing and authoring velocity by architecting **automated content page generation workflows** driven by structured content fragments.
- Architected scalable DAM governance enhancements including **automated metadata tagging, custom XMP extensions, and ingestion pipelines**.

PROFESSIONAL EXPERIENCE

Adobe — *Practice Lead, AEM, Technical Validation*

Remote | 2021–Present Lead technical advisor supporting enterprise adoption of Adobe Experience Cloud solutions.

- Drive **technical validation** for AEM Sites/Assets, Workfront, Fusion, and Experience Platform across major customer opportunities.
- Architect and deliver **custom demos, limited deployments, and customer workshops** tailored to industry challenges and marketing use cases.
- Deploy and configure **AEM Enhanced Connector with Workfront** to unify content development and collaboration workflows.
- Implement **Edge Delivery Services** and Universal Editor to support high-performance content experiences and modern authoring.

- Build repeatable **AEM + Commerce demo environments** improving the speed and consistency of field enablement.
- Develop Fusion workflows leveraging **Photoshop APIs**, automating repetitive asset processing tasks.
- Serve as Teaching Assistant for **Adobe Summit**, supporting labs on Workfront, Fusion, AEM Sites/Assets, AJO, and Universal Editor.

Slalom — *Solution Architect (AEM)*

2018–2021

- Designed end-to-end customer solutions across AEM 6.3–6.5, including RTE extensions, analytics integration, and content governance.
- Architected **AEM + Magento (CIF)** proof-of-concepts enabling multi-channel commerce experiences.
- Built configurable **API ingestion pipelines** to pull financial product data into AEM and expose it via reusable components.
- Designed automated **Content Fragment–driven workflows** generating dynamic pages and improving authoring efficiency.
- Led content migrations and delivered technical reviews, design documentation, and best-practice guidance.

Perficient — *Lead Technical Consultant*

2017-2018

- Installed and configured AEM 6.3 environments and developed **service-layer frameworks** consuming external APIs.
- Acted as **onshore development lead** coordinating offshore teams, Agile ceremonies, and technical implementation.
- Delivered Adobe Launch/AEM integrations, sprint demos, and architectural documentation.

Content Thread (Contract) — *Senior AEM Developer / Architect*

2011-2017

- Built full-stack AEM solutions spanning workflows, Sling servlets, custom predicates, scheduled services, and automation.
- Architected **Experience Fragment systems** enabling scalable multi-site reuse.
- Enhanced DAM with **metadata automation, XMP customization, event listeners,** and upload customizations.
- Optimized performance with **Oak index definitions** and custom query evaluators.
- Integrated social media components, adaptive forms, RTE plug-ins, multifields, and UI customizations across editorial platforms.

Shutterfly (Contract) — *Software Engineer*

2010-2011

- Improved DAM workflows and internal designer tools, increasing automation throughput **5×**.
- Contributed to Shutterfly Storytelling site launch, achieving **1M+ visits** and strong engagement metrics.

Earlier Roles

Alexa Consulting – Software Engineer | CQ-based social learning platform
DuCharme, McMillian & Associates – Senior Software Engineer | Enterprise tax document systems

Day Software – Solutions Engineer | CQ5 templates, components, ExtJS UI development
Neogent / Sun Microsystems – Senior Software Engineer | CQ + Identity Manager integrations
Khimetrics / SAP – Senior Software Engineer | Java Swing demand modeling applications
Pearson Digital Learning – Systems Engineer | Educational content delivery systems

Certifications

- Adobe Firefly Services Qualified Credential
- Adobe Certified Expert – AEM Architect, Sites Developer, Dev/Ops Engineer, Business Practitioner
- Adobe Certified Professional – Workfront Fusion
- AWS Certified Solutions Architect – Associate
- AWS Cloud Practitioner
- Adobe CQ Component Development
- CLP Domino R5 Application Developer; R5 Lotus Specialist

Education

Bachelor of Science, Computer Information Systems — Arizona State University
4.0 GPA (Major + Overall)

Citizenship

United States Citizen