

Pablo Palacios Aranda

AEM Architect · Adobe Certified Expert · Fullstack & Personalization

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PROFILE

AEM Architect with 12+ years in enterprise web engineering and 8+ years specialized in Adobe Experience Manager. I design and deliver end-to-end digital experience platforms — from content architecture and Java/OSGi backends to personalization, A/B testing and CRO programs with Adobe Target — and lead the teams that build them. Adobe Certified Expert (AEM Sites Developer), used to owning solution design, estimation and governance with business stakeholders across Europe and the Americas.

CORE SKILLS

Adobe Experience Manager	AEM 6.2–6.5 & Cloud Service · Content architecture · Editable templates, Core Components, Style System · Components and dialogs (Granite/Coral UI) · HTL, Sling Models · MSM multi-site and multi-language rollouts · Workflows, OSGi services, servlets, schedulers · Query Builder, JCR/Oak · Dispatcher and CDN caching · Content Fragments + GraphQL · Cloud Manager CI/CD
Personalization & CRO	Adobe Target (A/B, multivariate, Experience Targeting, Automated Personalization) · Audience, offer and activity design · VEC and form-based composer · at.js · Experience Fragment offers · Digital analytics, tracking plans, Adobe Launch/Tags
Engineering	Java 8/11/17, OSGi, Apache Sling, JCR, Maven, Spring · REST and GraphQL APIs, SQL · JUnit, Mockito · JavaScript (ES6+), TypeScript, React, SPA Editor · HTML5, CSS3/SASS · WCAG accessibility, Core Web Vitals · Git, Jenkins, Docker, Linux
Leadership	Solution design and estimation · Architecture and code reviews · Coding standards and delivery governance · Mentoring · Discovery workshops and pre-sales · Agile/Scrum

EXPERIENCE

GlobalLogic / Manager — AEM Architect Mexico City · May 2026 – Present

Client: one of the world's leading antivirus and cybersecurity companies

- Lead the optimization of the e-commerce checkout and purchase journey, from cart to order confirmation, on AEM 6.5.
- Design, run and analyze A/B and multivariate tests with Adobe Target, and instrument the funnel with digital analytics to size drop-off, conversion and revenue impact.
- Align the experience with the client's Mozaic design system and improve the CI/CD pipelines and release process.

VASS / AEM Tech Lead — AEM Architect Mexico City · Jan 2025 – May 2026

Clients: a global banking group · a European distribution and logistics group · a major global pharmaceutical group

- Owned AEM solution architecture for multi-brand, multi-language platforms: components, dialogs, editable templates, workflows, OSGi services, integrations, dispatcher rules and caching strategy.
- Led the digital analytics implementation for the pharmaceutical group — tracking plan, data layer, tag management and reporting across web journeys.
- Drove the CRO and experimentation program with Adobe Target — hypotheses, audiences and offers, A/B and multivariate testing, rollout of winning variants — while leading and mentoring the development team.

Globant / Senior AEM Backend Developer Mexico City · Jan 2023 – Jan 2025

Client: a North-American customer loyalty program operator

- Built a multi-tenant, multi-language AEM Sites platform with public and members-only areas, including access control and asset/metadata management in AEM Assets.
- Set up and ran A/B and multivariate tests with Adobe Target, serving Experience Fragment offers from AEM and analyzing results to inform product decisions.

Anseris Consulting / AEM Architect & Consultant — Tech Lead Madrid, Spain · Jan 2019 – Jan 2023

Clients: a Big Four professional services firm · a global fashion and fragrance group · a global banking group · an oil and gas company in Spain · a European events organizer, logistics group, brokerage firm and home-improvement retailer

- Defined solution architecture, editable templates and reusable component suites shared across business units, and built a custom AEM-embedded tool for search and bulk update and publication of asset metadata.
- Delivered multi-site management for a corporate group (country site, corporate site and customer portal) plus integrations with external systems; acted as technical point of contact and mentored developers.

Softtek / AEM Developer — Software Engineer / Web Developer Aguascalientes, Mexico · Jan 2014 – Jan 2019

Client: a multinational hotel group

- AEM Developer (2018–19): moved the group's global web platform onto AEM — components, templates, workflows, OSGi services and integrations with the legacy custom CMS.
- Software Engineer (2014–18): developed and supported that custom CMS, led a team of support engineers and coordinated requirements between client and technical team.

CERTIFICATIONS, EDUCATION & LANGUAGES

Certifications	Adobe Certified Expert — AEM Sites Developer (2026) · GL Certified AI Professional — Claude Code, GitHub Copilot, AI for Managers (2026) · GL Certified AI Associate — Developers & Managers (2026) · Java Associate (2016) · TOEFL iBT
Education	B.Eng. in Strategic Information Systems — Universidad Politécnica de Aguascalientes, Mexico · 2013–2017 · GPA 9.8/10
Languages	Spanish (native) · English (advanced, TOEFL certified) · German (basic)