

# Julian Reyes


## Digital Solution Architect

### Digital transformation architect blending UX and technology

Digital solution architect with 10 years of experience leading cross-functional initiatives that bridge customer experience, UX design, and backend architecture. Experienced in omnichannel platforms, CMS implementation, and cloud-native architecture.

## CONTACT

 julian.reyes@email.com

 LinkedIn | Portfolio

 City, ST

## KEY SKILLS

- CMS platforms (Adobe, Sitecore)
- Customer journey mapping
- Digital commerce
- Headless architecture
- RESTful APIs
- Salesforce and SAP integration
- UI/UX collaboration
- Web analytics

## EDUCATION

Bachelor of Science (B.S.) in Digital Systems Design  
Pace University, New York, NY  
May 2012

## PROFESSIONAL EXPERIENCE

Digital Solution Architect | EngageTech, New York, NY  
February 2018 – Present

- Led implementation of omnichannel experience for global retail client, increasing online sales by 22%
- Migrated CMS to headless platform improving load time by 47%
- Partnered with UX teams to design personalized digital flows

Technical Consultant | IntraCloud Partners, Jersey City, NJ  
September 2013 – January 2018

- Developed API integrations between CRM and content platforms
- Advised on digital architecture for multichannel marketing campaigns
- Managed technical execution of website redesign projects

## CERTIFICATIONS

- Adobe Certified Expert – AEM Architect , Adobe, January 2022