

Pallavi Yadav *Principal Engineer*

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📍 India

SUMMARY

Innovative Full-Stack Engineer and AEM Specialist with **9 years of end-to-end SDLC experience** designing, building, and scaling high-performance web platforms. Deep expertise in **Java, JavaScript, HTML5/CSS, and Adobe Experience Manager**, complemented by a solid grounding in Object-Oriented Programming principles. Proven track record of optimizing site speed and SEO, integrating complex third-party services, and leading cross-functional teams to deliver clean, maintainable code. Adept at translating business requirements into scalable architectures and robust digital experiences that elevate user engagement and drive measurable results.

WORK EXPERIENCE

11/2024 – present
Bangalore, India

Lead Engineer (Staff Engineer)

Maximus

- **Served as solution architect & engineering lead**, defining the end-to-end technical blueprint and guiding a cross-functional squad (dev, UX, QA, DevOps, SEO) in building high-performance web applications with Java, JavaScript, HTML5, and CSS—driving Core Web Vitals into the 90th percentile and boosting organic traffic.
- **Coordinated closely with product owners, designers, security, and infrastructure teams** to translate business goals into scalable micro-service and front-end architectures, ensuring every feature met performance, accessibility, and SEO targets.
- **Integrated third-party services and orchestrated complex backend logic** with Core Java, selecting integration patterns (REST, messaging, OAuth) that balanced resilience and time-to-market while enriching the overall user experience.
- **Designed and implemented robust backend components and RESTful APIs** in Java/J2EE, establishing versioning, pagination, and error-handling standards that enabled frictionless consumption by multiple web and mobile front-ends.
- **Owned the CI/CD strategy**—modelled Jenkins pipelines, introduced automated quality gates with SonarQube, and collaborated with DevOps to containerise services—reducing mean time-to-production by 40 %.
- **Architected a reusable component library in React + Bootstrap**, working with design systems and accessibility specialists to deliver consistent UI/UX and accelerate feature delivery across products.
- **Led the adoption of Adobe Experience Manager (AEM)** as the enterprise CMS, shaping the content model, permissions, and rollout strategy; partnered with marketing and editorial teams to streamline the full content lifecycle.
- **Authored extensible AEM components and templates**, establishing best-practice guidelines and code reviews that enabled content authors to launch pages 3× faster with minimal developer intervention.
- **Championed knowledge sharing and documentation**, producing architecture decision records, onboarding guides, and runbooks that shortened ramp-up time for new engineers and ensured long-term maintainability.

08/2021 – 11/2024

Tech Lead

Brillio

- **Led a cross-functional team** in designing and implementing high-performance web applications with Java, JavaScript, HTML5, CSS, and related technologies—improving product SEO and overall site speed.
- **Integrated third-party services** and orchestrated complex backend logic with Core Java, expanding application functionality and enhancing user experience.

- **Built backend components and RESTful APIs** using Java/J2EE, ensuring efficient data processing and seamless integration with frontend systems.
- **Managed CI/CD pipelines** in Jenkins and enforced code quality through SonarQube, delivering reliable, maintainable code to production.
- **Developed reusable UI components** with React and Bootstrap, elevating usability and visual appeal across products.
- **Implemented Adobe Experience Manager (AEM)** for content management, streamlining the end-to-end content lifecycle.
- **Authored AEM components and templates** to enable rapid, consistent content creation, editing, and publishing.
- **Maintained clear, concise documentation** to support knowledge transfer and accelerate onboarding within the team.

07/2019 – 08/2021

Software Development Specialist

NTT Data

- Developed and maintained web applications using Java, JavaScript, HTML, CSS, and Bootstrap, ensuring high-quality and efficient software solutions.
- Managed version control with Git and automated deployments with Jenkins, streamlining the development and deployment process.
- Collaborated with cross-functional teams to ensure seamless integration and delivery of software solutions, fostering effective communication and teamwork.
- Managed OSGi configuration and developed components using AEM, leveraging the power of Adobe Experience Manager to enhance content management and delivery.
- Developed components and templates using AEM, improving the content lifecycle management and enhancing the user experience.
- Extensively worked on Adobe Target and Adobe Analytics, utilizing these tools to optimize user engagement and drive data-informed decision making.
- Maintained clear and concise documentation, facilitating ease of understanding and knowledge transfer among team members.
- Stayed updated with the latest technologies and industry trends, actively seeking opportunities for professional growth and development.

03/2018 – 06/2019

Software Engineer

LTI Mindtree

- Developed the CCRT Tool for HSB as an AEM Developer, utilizing Adobe Experience Manager foundational concepts and core frameworks such as Apache Sling and Apache Felix.
- Designed and implemented Templates and Components with Custom Dialog using Sightly HTML Templating Language, ensuring a seamless user experience.
- Managed OSGi Configuration with the CRX/DE repository, ensuring efficient and effective management of system configurations.
- Integrated REST APIs from the service side, enabling seamless communication between different systems and enhancing functionality.
- Configured region-specific Author and Publish settings, ensuring optimal performance and user experience for different geographical locations.
- Created and managed Users and Groups, effectively assigning permissions and ensuring proper access control.
- Utilized front-end technologies such as HTML, CSS, Bootstrap, JavaScript, and JQuery to create visually appealing and user-friendly interfaces.
- Created AEM projects using Maven Archetype - 11, ensuring standardized project structure and efficient development processes.
- Utilized WinSCP and Putty for file sharing and remote access to Linux, facilitating seamless collaboration and remote development.
- Worked in Agile/Scrum methodology, actively participating in Sprint Planning and Story Estimations to ensure timely and efficient project delivery.
- Demonstrated a thorough understanding of the end-to-end content lifecycle, web content management, and content publishing/deployment processes.

- Continuous Integration
- Object-oriented Design

11/2016 – 02/2017

Analyst

American Express

- Responsible for analysis, developing, and customizing web applications.
- Designed Test cases, Test scenarios &.
- Test scripts for Unit testing.
- Worked on making web applications Cross-Browser compatible.
- Extensively worked on the front end, business, and persistence tier using HTML, CSS, and JavaScript.
- Automated daily operational tasks using Core Java, to fetch the data from DB2, generate Excel spreadsheets and email files as an attachment to the group.
- Designed and developed Templates, Components with Custom dialogs using Sightly HTML Templating Language.

EDUCATION

2012 – 2016

Bachelor of Technology

University of Technology and Management, Shillong

SKILLS

ADOBE EXPERIENCE MANAGER

Working on different version of AEM like:

- AEM as a Cloud Service
- AEM 6.5
- AEM 6.
- AEM 6.3

JAVASCRIPT AND JAVASCRIPT TECHNOLOGIES

I have mixed the professional and study experience on JavaScript, overall concepts and technologies:

- React.js
- JavaScript OOP

Software Development

- Scrum, Team Work
- Agile Methodologies
- Java Design Patterns

JAVA/JAVAE E TECHNOLOGIES

Working on various technology frameworks and knowledge about programming concepts like:

- SOLID, Spring
- OOP Principles
- Design Patterns
- Unit/Integration Testing
- Data-structures and Algorithms

Java Web

- ISP
- CSS
- JSON
- JavaScript

CERTIFICATIONS

Adobe Experience Manager Sites Developer Expert

- AD0-E134 -
Expires on July 09, 2025

Adobe Campaign Business Practitioner -Expires on July, 2026

Cloud Computing & Virtualization Specialist - Issued By IBM

Adobe Professional - Adobe Target Business Practitioner

Certification in HTML5 and CSS3

EDUCATION

Thorough exposure of the end-to-end content lifecycle, web content management, content publishing/deployment, and delivery processes.

CO-CURRICULAR ACTIVITIES

- Class Representative for three consecutive years 2013-2016.
- Research Paper on "Survey on Traffic hijacking techniques" Published in Shillong College Journal
- Organizing Member of Round Table India
- AAGM 2015 Anti-Ragging Committee
- Student Representative 201- 2016
- Member of the Organizing Committee (Marketing Department) for TEDXUTMShillong 201
- Gold Medal in street play at "National Institute of Fashion and Technology" - 2013
- Was selected as the Delegate of Brazil at "International Model United Nation" Conference at "University of Petroleum and Energy Studies", Dehradun 201 (UN Human Rights Council)
- Was selected as the Delegate of Morocco at "Model United Nation Conference" at "India Institute of Technology", Guwahati 201 (Tehran Convention)
- Member of the Student Placement Representative Committee from 2015 to 2016