

Laurențiu Nichitean

Staff Software Engineer, Full Stack · Lead AEM Developer · AEM architecture, Java back end and Next.js front ends on AEM as a Cloud Service, Universal Editor and headless GraphQL

linkedin.com/in/laurnichitean Brașov, Romania · remote

SUMMARY

Staff Software Engineer and Lead AEM Developer with 15+ years in front-end and full-stack development, 8+ of them on enterprise AEM. I work across AEM architecture and technical solution design, the Java back end (Sling Models, OSGi, HTL, dispatcher), and the Next.js, React and TypeScript front ends on top of AEM GraphQL persisted queries and Universal Editor. I write the decisions down: architecture documents and ADRs.

Technical-lead work: AEM Front-End Lead at Zendesk, leading contractors and newly hired engineers from three legacy teams; lead developer on an 18-month React and .NET engagement at Inspira Financial; IBM Mentor. At Best Western I wrote the test-strategy ADR, cut CI from ~16 to 3.0 minutes per run for a team of 10+ developers, and wrote the team's agentic-coding rules. I was lead developer on the Next.js 16 front end on AEM, Universal Editor and Journey Optimizer shown at Adobe Summit 2026.

Independent contractor since 2019, remote from Brașov. Same core team through two acquisitions: Maark, WillowTree, TELUS Digital. Available from 19 October 2026.

SKILLS

AEM architecture & solution design AEM as a Cloud Service Cloud Manager On-prem to AEMaaS migration Universal Editor

Edge Delivery Services AEM GraphQL (persisted queries) Content Fragments Sling Models OSGi JCR HTL / Sightly

Java 21 REST APIs Dispatcher / CDN CI/CD Technical leadership & code review Architecture docs & ADRs React 19

Next.js TypeScript Vue Node.js Adobe Target Adobe Analytics AEP · RT-CDP · AJO · CJA Adobe Campaign

Cypress · Vitest Docker · Kubernetes · Terraform · AWS .NET

CERTIFICATIONS

Adobe Certified Expert
Real-Time CDP Developer

Contentful Certified Content Manager

Contentful Certified Professional

Enterprise Design Thinking Practitioner
IBM

HONOURS

Audience Award
TELUS Digital AI Challenge 2025

IBM Mentor
2019

LANGUAGES

Romanian
Native

English
Full professional

French
Limited working

German
Elementary

SELECTED AEM AND ARCHITECTURE WORK

Best Western Hotels: AEM development, test strategy and CI

TELUS Digital · May – Sep 2026

- **Role:** full-stack AEM developer (Java 21 Sling Models, OSGi, HTL, Touch UI, dispatcher); top-three contributor over three months; author of the test-strategy ADR.
- **CI:** build time cut from ~16 minutes to a durable 3.0 minutes per run, for the whole team of 10+ developers.
- **Agentic coding:** designed the rules and rollout plan that help developers work with AI coding tools: CLAUDE.md and Cursor rules, with AGENTS.md for other tools.
- **Authoring automation:** a custom Claude Desktop skill that automates page authoring in Production: from 5 pages per day by hand to 50+ per author, across 16 authors.

Adobe Summit 2026 demo: Next.js on AEM GraphQL, Universal Editor and Journey Optimizer

TELUS Digital · Mar – Apr 2026

- **Role:** lead developer. Designed and built the application and API layer; wrote the technical write-up and runbook.
- **Architecture:** one Next.js 16 App Router codebase for a hotel site and an agent workspace. Server Components fetch AEM content through GraphQL persisted queries: AEM Author with an IMS token in draft mode, Publish with Next.js cache tags otherwise, plus an on-demand revalidation endpoint for publish events. A network-layer proxy handles optional Basic Auth, authoring detection for Universal Editor and token minting. Journey Optimizer decisions render client-side behind a preloading snippet, with a fallback chain (AJO Edge, then AEM GraphQL, then static JSON) so the page always renders.
- **AI:** speech transcription and an LLM return structured JSON (intent, sentiment, entities), streamed to Real-Time CDP so Journey Optimizer can choose the page content.
- **Stack:** Next.js 16, React 19, TypeScript, Tailwind v4, shadcn/ui, AEM GraphQL, Universal Editor, RT-CDP, AJO, Adobe Web SDK, Neon Postgres.
- **Outcome:** showcased at the TELUS Digital booth at Adobe Summit, Las Vegas, 20–22 April 2026.

GEO Tracker: brand-representation dashboard

TELUS Digital · for TELUS Mobility · 2026

- **Role:** tech lead and builder; four architecture revisions (May – July 2026).
- **Architecture:** a Next.js 15 App Router dashboard over a weekly five-stage pipeline (prompt catalogue, engine execution, LLM judge, citation engine, routing). Every stage is persisted in Postgres; runs resume after a serverless timeout; an idempotent cron handler enqueues jobs, with retries, exponential backoff and a dead-letter table.
- **Stack:** Next.js 15, TypeScript, Node.js, Drizzle, Supabase Postgres (row-level security), Zod, Vitest, Vercel Cron.
- **Outcome:** working MVP: five-screen dashboard, weekly pipeline, unit tests on core logic, mock mode without credentials.

EXPERIENCE

TELUS Digital

Braşov, Romania · remote

Staff Software Engineer, Full Stack

Sep 2025 – Present

Joined through WillowTree's acquisition. Full-stack and Adobe Experience Cloud delivery for the Digital Agency's enterprise clients, with lead responsibility on two engagements.

- **Best Western Hotels** May – Sep 2026: AEM development, test-strategy ADR, CI, agentic-coding rules, Claude Desktop authoring skill.
- **Zendesk** Nov 2025 – Feb 2026: AEM Front-End Lead on a migration enablement programme. Led contractors and newly hired engineers from three legacy teams, under significant ambiguity about ownership and scope.
- **Adobe Summit 2026 demo application** Mar – Apr 2026: lead developer.
- **GEO Tracker** 2026: tech lead and builder.
- **Marriott** Oct – Nov 2025: full-stack JavaScript and Node.js across sales-companion tooling.
- **Inspira Financial** Sep – Oct 2025: short stint after the acquisition.

Laurențiu Nichitean PFA

Codlea, Romania

Independent Contractor · Software Engineering Consultancy

Oct 2019 – Present

The consultancy through which I contract with agencies and enterprise clients (Maark, WillowTree, TELUS Digital). Adobe Experience Cloud architecture across AEM, AEP, RT-CDP, Journey Optimizer, Customer Journey Analytics, Campaign and Target: XDM modelling, identity resolution, audience activation, GDPR/CCPA governance. Alongside full-stack product work in React, TypeScript, Next.js, Java and Go.

WillowTree

Braşov, Romania · remote

Staff Software Engineer, Full Stack

Sep 2023 – Sep 2025

Joined through Maark's acquisition by WillowTree; continued into TELUS Digital when WillowTree was acquired in 2025.

- **Inspira Financial** Sep 2023 – Mar 2025: lead developer on an 18-month React and .NET engagement, the longest lead role of my career to date.
- **Wyndham** Jun – Aug 2025 and **Wiley** Apr – May 2025: AEM development, including components and templates at Wyndham.

Maark

Braşov, Romania · remote

Staff Software Engineer, Full Stack

Apr 2020 – Aug 2023

Digital agency engineering for enterprise clients. Joined as a Senior engineer and promoted to Staff in April 2022.

- **iZotope** Apr 2020 – Mar 2023: three years on one AEM account: components and templates, plus a custom email template system on Adobe Campaign (2021).
- **Brightline** Apr – Aug 2023: AEM development, across the WillowTree acquisition.
- **Akamai** Jul – Aug 2021: data visualisation in Three.js.

IBM

Braşov, Romania

Full Stack Lead Developer with DevOps

Apr 2019 – Oct 2019

Led full-stack development in IBM's client delivery practice: React front ends, Java back ends, DevOps tooling and CI/CD pipelines, across cross-functional Agile squads. IBM Mentor (Sep 2019) for onboarding junior developers.

React, Redux · Java, Spring Boot, Node.js, Docker · Contentful · OpenID, OAuth · GitHub Enterprise, Concourse · AWS, Kubernetes, Terraform, Consul

Senior Application Developer · Experience Engineering, Front End

Nov 2017 – Apr 2019

User-centred digital experiences in IBM's Experience Engineering practice: React and JavaScript applications integrated with enterprise back ends, and AEM implementations across the client portfolio.

Pentalog

Braşov, Romania

Senior Front End / AngularJS Developer

Jan 2015 – Nov 2017

Second version of Umagus, a service-design platform: team and project management, storyboards, personas and service blueprints.

AngularJS, Angular Material, Three.js · Scala, Cassandra, Redis

Senior Front End Developer

Jul 2013 – Jan 2015

Features and fixes for tourism web applications with 5 million+ unique visitors.

- **Speaker:** PentaBAR #20 (2017, VR and the immersive Web); ALT Festival Braşov (2015, front-end frameworks).

Freelance

Constanţa – Braşov

Web Developer & Graphic Designer

Oct 2006 – Nov 2017

WordPress themes, PSD to HTML, and HTML5/CSS3/JavaScript web applications.

EDUCATION

Universitatea „Ovidius” din Constanţa

BSc, Information Technology · 2006 – 2009

Link Academy

Certified Web Designer · 2011 – 2012