



## Danijel Bašić

### POSITION

Senior Software Developer,  
Founder of Flexible Designs  
d.o.o

### PERSONAL DATA

Birth Year: 1979  
Place of Residence: Belgrade,  
Serbia  
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### EDUCATION

University of Belgrade, Faculty  
of Electrical Engineering, MS in  
Computer Science

### LANGUAGES

English

**12 years of professional experience in object-oriented analysis, design, and development of enterprise web applications.**

### COMPETENCE

Solid expertise in the field of enterprise content management systems (Adobe Experience Manager).

Profound knowledge of agile software development practices, principles and patterns.

Profound knowledge in various Java and JavaScript based technologies.

Familiar with Scrum process.

### SOFT SKILLS

- Team player (pair-programming)
- High analytical skills
- Experience as a team lead and mentor
- Scrum / Agile Projects

### TOOLS AND TECHNOLOGIES

- Programming languages: Java (Java 8), Groovy, Typescript
- Adobe AEM: JCR/CRX, Apache Sling, Apache Felix, HTL (Sightly) and Sling Models, Servlets and JSP/JSTL
- Java EE stack: EJB3, ORM frameworks (Hibernate, EclipseLink, OpenJPA), CDI, JAX-RS, Jersey, SOAP webservices, Presentation Layer frameworks (JSF, Servlet/JSP/JSTL, GWT, Velocity Templates)
- Spring framework: Spring Boot, Spring Data JPA, SpringMVC, Spring HATEAOS, Spring Security
- Testing libraries: JUnit4, PowerMock, Mockito
- HTML5/CSS3, LESS, jQuery, Angular, Typescript, Bootstrap
- Java Desktop: Java Swing/SwingX
- Apache TomEE, Apache Tomcat, JBoss
- Build tools: Maven, Gradle
- IDE: IntelliJ IDEA, Eclipse IDE
- Revision control systems: Git, SVN, CVS, Perforce, ClearCase

- Continuous Integration: Jenkins, GitLab
- Databases: MySQL, Postgres
- Operating systems: Windows, Linux, macOS
- Jira, Confluence

## PROJECTS

10/2016 –  
Flexible Designs d.o.o

### JuicePlus projects - Adobe AEM Senior Developer

**JuicePlus Customer Portal** (10/2016 – 03/2017): SPA application (written in Angular, integrated in AEM) which allows customers to order JuicePlus products and view the list of the orders with their state.

URL: <https://customers.juiceplus.com/us/en>

Development and maintenance of **JuicePlus Corporate Portal** (10/2016 - present), as a full stack developer.

URL: <https://www.juiceplus.com>

**Technologies:** AEM 6.1 stack (with HTL and Sling Models, jQuery, Bootstrap 3, CSS/LESS), Git, Bamboo, JIRA, Scrum

### Hirslanden project - Adobe AEM Senior Developer

**Corporate portal for Hirslanden** – the largest private clinic in Switzerland (04/2017 - present).

URL: <https://www.hirslanden.ch/de/corporate/home.html>

Component and page template development, implementation of the importers for Disease Patterns and Baby Gallery data (data are pulled from external systems via SOAP), old content migration to the new content structure.

**Technologies:** AEM 6.2 stack (with HTL and Sling Models), Git, JIRA, Scrum

### AXA Insurance Company project - Adobe AEM Senior Developer

**Blog solution for AXA insurance company** (01/2017 – 03/2017)

URL: <https://www.axa.ch/de/unternehmenskunden/blog.html>

Development and maintenance of **AXA Portal** (08/2018 - present)

**Technologies:** AEM 6.2 stack (with HTL and Sling Models).

09/2015 – 10/2016  
MERA d.o.o

### **MERA d.o.o - Senior Software Engineer – Team Lead**

- Team lead and Scrum master on QMS2 project (information system for MERA company)
- Continuous work with business experts in order to gather requirements
- Product Backlog management
- Responsible for main architectural decisions and code quality (code reviews, test-driven development, continuous refactoring, CI)

**Technologies:** Spring (Core, Spring Data JPA, Spring MVC for the implementation of REST webservices, Spring Security), AngularJS, Tomcat, NGINX, Postgres

02/2012 – 09/2015  
youngculture d.o.o

### **Senior Software Engineer – Technical Lead**

As the most experienced Java and AEM developer at the time of the employment, one of my main tasks was to coach the existing “Swisscom” team members and onboard newcomers. This was mainly done by applying pair-programming technique, recognized by the client as the most effective way of doing that.

As a technical lead participated on design, development, maintenance and deployment of Corporate ([www.swisscom.ch](http://www.swisscom.ch)) and Entertainment ([www.bluewin.ch](http://www.bluewin.ch)) portals for Swisscom - Switzerland’s leading telecoms provider. The portals were implemented on Adobe AEM platform (formerly known as CQ5), version 5.6.

*Notable features implemented:*

Design and initial implementation of Bluewin Feed Importer – the main part of Entertainment (Bluewin) portal which is used for import of news from external news providers (NewsML format), their parsing and creation of article pages

Interest Tool – a web form used by Swisscom to gather information about customer interest for a particular product (eg. a new iPhone version). A dedicated Admin tool was developed also in order to be able to manage the form submissions.

REST webservice implementation for BWAPP (Bluewin Mobile Application) – extension of the existing CQ5 components in order to be able to render response in JSON format which will be then sent to the mobile application for consuming

As a technical lead participated on design and development of Swisscom roaming tariff data management application: Frontend part - SPA application written in AngularJS , Backend part – REST webservice implemented by using Java EE stack. As a part of the application, dedicated CQ5 component has been developed for displaying roaming prices based on selected country and subscription package.

**Technologies:** CQ5 technology stack (JCR/CRX, Apache Sling, Apache Felix, CQ5 components based on Servlets/JSP/JSTL), JavaEE stack (JAX-RS, CDI, EJB, OpenJPA), TomEE application server, AngularJS, JQuery, Oracle, Gradle, Maven

07/2007 – 02/2012

pstech d.o.o

### **Junior/Medior Software Engineer**

As a developer participated on development of solutions based on Adobe CQ5 (outsourcing projects for Adobe):

Event (Meeting) Registration System – The main purpose of the application was to give an end user the ability to list all available events (Event Catalog Page), view details for a particular event, to register and join on a desired event (Event Landing Page).

Adobe Connect Portal – web application that enables logged in users to create, view and manage its own meetings

As a developer participated on project Meeting Place Conference Manager for Cisco Systems (a client/server application used by administrators and privileged users to provide ability to find, schedule, monitor and manage audio and web meetings).

As a technical lead and developer participated on design and development of CMS solutions based on Liferay (BagiTrans, [www.bagi.rs](http://www.bagi.rs)).

As a developer participated on design and development of ERP solutions based on OpenbravoERP (clients from Serbia).

**Technologies:** CQ5 technology stack (CRX, Apache Sling, Apache Felix OSGi framework), Adobe Connect REST API, JQuery, JSP/JSTL and Servlet technologies, Hibernate, Google Guice, Struts, Java Swing/SwingX, Apache CXF (SOAP), MySQL, Postgres, JasperReports, Tomcat.

06/2006 – 07/2007

solverity d.o.o

### **Junior Software Engineer**

As a developer participated on design and development of Java based content management system.

**Technologies:** JDBC, Apache Jackrabbit, Lucene, Velocity Templates, MySQL database, JSF, JSP, Servlet technology, Tomcat servlet container.