Vasile Borș

Software Architect | Enterprise Java & AEM Senior Software Engineer | AI Solutions Engineer

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Executive Summary

Senior Java Developer, Software Architect, and IT Consultant with 14+ years of experience delivering enterprise-grade digital platforms across finance, healthcare, travel, smart infrastructure, and AI-powered ecosystems. Expert in enterprise architecture, Adobe Experience Manager (AEM), Java/Spring ecosystems, full-stack development, microservices modernization, and Generative AI integration. Proven ability to lead technical teams, define scalable architectures, optimize performance, modernize legacy platforms, and deliver strategic transformation for global organizations. Recognized for combining deep technical execution with consulting, innovation, and business alignment.

Core Competencies

- Enterprise Software Architecture & Solution Design
- Java / Spring / JEE Ecosystem
- Adobe Experience Manager (AEM) Cloud Solutions
- Microservices & Distributed Systems
- Generative AI / LLM Integration
- Technical Leadership & Team Mentorship
- Full-Stack Development (React, Angular, Node.js)
- Legacy Modernization & Platform Migration
- Performance Optimization & Scalability
- Digital Transformation Consulting

Technical Skills Matrix

Programming Languages: Java, TypeScript, JavaScript, SQL, HTML5, CSS3

Frameworks & Platforms: Spring Boot, Spring Framework, Hibernate, JPA, AEM Cloud Service, React, Angular, Node.js, NestJS, JSF

AI / LLM Technologies: OpenAI API, LangChain JS, LLM Guard, Prompt Engineering, Vector Databases, AI Evaluation Systems, Claude Code

Databases: PostgreSQL, Oracle, MySQL, Sybase

DevOps & Delivery: Maven, Gradle, Jenkins, Git, SonarQube, CI/CD Pipelines

Architecture Domains: Microservices, Enterprise CMS, API Systems, Software Modernization, Workflow Systems

Operating Systems: Linux, Windows, MacOS

Professional Experience

Platform Software Engineer / Tech Lead

WillowTree LLC | August 2023 – Present

Client/Context: Global digital product agency delivering enterprise web, mobile, and AI solutions.

- Architected and delivered enterprise AEM Cloud Service platforms for hospitality, financial, and digital product clients.
- Designed scalable SPA architectures, reusable AEM components, and CMS-driven dynamic workflows.
- Led research, design, and productionization of an enterprise AI chatbot platform integrating OpenAI, LangChain, AEM, and custom content governance tools.
- Implemented dataset versioning, rollback systems, automated evaluation pipelines, prompt optimization, and operational cost reduction strategies.
- Contributed to architectural governance, code review, innovation strategy, and client-facing technical leadership.
- Improved platform maintainability, deployment efficiency, and user experience across multiple international projects.

Key Technologies: Java 16, AEM Cloud, React, Angular, Node.js, NestJS, OpenAI API, PostgreSQL, Oracle PL/SQL

Senior AEM Developer / Technical Consultant

Maark LLC (later acquired by WillowTree) | August 2022 – August 2023

Client/Context: Adobe Gold partner specializing in enterprise digital transformation.

- Designed and developed large-scale AEM digital experience platforms for transportation and enterprise clients.
- Improved authoring systems, site maintainability, and platform performance.
- Served as technical consultant, solution architect contributor, and client liaison.

Key Technologies: Java 11, AEM Cloud Service, React, Maven

Technical Team Lead / Senior Java Developer

Technology Reply | March 2021 – August 2022

Client/Context: Enterprise banking systems for UniCredit Bank.

- Led a cross-functional team of 8 engineers delivering financial contract management and invoicing systems.
- Translated business requirements into technical specifications, architecture, and implementation plans.
- Oversaw estimation, task decomposition, technical quality, and architectural consistency.
- Delivered scalable banking microservices supporting mission-critical financial workflows.

Key Technologies: Java 11, Spring Boot, Spring Batch, ActiveMQ, Angular, TypeScript, Oracle DB

IT Consultant / Senior Software Engineer

Kronsoft Development SRL | June 2017 – March 2021

Client/Context: Healthcare and pharmacy enterprise systems.

- Designed internal frameworks, UI libraries, and modernization strategies for enterprise healthcare software.

- Migrated large distributed pharmacy systems from legacy technologies to modern Java ecosystems.
- Improved CI/CD, automation, deployment processes, and framework maintainability.
- Provided internal consulting on architecture, modernization, and strategic technical direction.

Key Technologies: Java 8, Angular, LitElement, JEE, Gradle, Jenkins, SonarQube

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Architect / Senior Java Consultant / Software Engineer

Makro-Mikro Consulting, Pentalog, and Remote Consulting Projects | 2012 – 2017

Client/Context: Healthcare, smart infrastructure, recruitment, telecom, and travel sectors.

- Delivered enterprise Java solutions across multiple industries including CRM, utility management, recruitment, and travel commerce.
- Built expertise in JEE, Spring, Hibernate, JSF, enterprise reporting, security, and distributed architectures.
- Participated in large-scale migrations, platform modernization, and business-critical solution delivery.

Key Technologies: Java/JEE, Spring, Hibernate, JSF, Oracle, MySQL, Jenkins

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Selected Enterprise Projects

- Production-grade AI chatbot platform with enterprise CMS integration, prompt engineering, dataset governance, and automated quality systems.
- Large-scale international hotel booking and tutorial platforms built on Adobe Experience Manager Cloud.
- Banking contract lifecycle management and invoicing ecosystem for major European financial institutions.
- Healthcare CRM and pharmacy management modernization initiatives.
- Smart building, utility analytics, and remote meter data management platforms.
- Recruitment and HR enterprise portals with scalable multi-tenant architectures.

Education

Bachelor's Degree in Applied Informatics | Faculty of Mathematics and Informatics | Transilvania University of Brașov | 2009 – 2012

Professional Development & Recommended Certifications

- Generative AI with Large Language Models [https://coursera.org/share/f9578cb36ddfa209c08c6cc64bd6f063]

Languages

Romanian (Native) | English (Professional Working Proficiency) | Russian (Beginner) | French (Beginner)

Strategic Career Positioning

Target roles include Senior Software Architect, Enterprise Architect, Principal Engineer, Technical Director, and high-level international consulting engagements.