

Laurence Jiang Full-Stack Software Engineer

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PROFILE

Full-stack software engineer and technical consultant with nearly 5 years of experience delivering enterprise web platforms, APIs, integrations and customer experience solutions. Experienced across frontend and backend engineering, cloud services, identity, automation and CI/CD, with delivery spanning large-scale customer and global platforms. Uses modern AI-assisted and agentic development workflows, including Cursor, Claude, ChatGPT and GitHub Copilot, to accelerate development, debugging, testing and delivery.

TECHNICAL SKILLS

Languages & Frameworks: JavaScript, TypeScript, React, Redux, RTK Query, Next.js, Node.js, Express.js, Java, Python, FastAPI, C#/.NET, HTML5, CSS3, SQL

APIs, Cloud & DevOps: REST APIs, GraphQL, Boomi, Azure, AWS, Bedrock, Cognito, DynamoDB, Docker, Apache HTTP Server, Git, Azure DevOps, GitHub, GitLab, CI/CD pipelines

Platforms: Adobe Experience Manager (AEM), Adobe Journey Optimizer (AJO), Adobe DAM, Adobe Campaign Standard, Salesforce, Umbraco, HubSpot CMS, Campaign Monitor, Klaviyo, Sinch, SendGrid

AI & Agentic Development: Strands Agents SDK, Model Context Protocol (MCP), Cursor, Claude, ChatGPT, GitHub Copilot

PROFESSIONAL EXPERIENCE

Consultant, DATACOM 2024 – Present

- Silver Fern Farms (B2C):** Delivered a full-stack **React/Redux** customer portal with secure authentication, **GraphQL/REST APIs** and **.NET/Boomi integrations**, using AEM for content delivery; automated customer communications for **1,000+ users** and streamlined deployments through **Docker/Azure DevOps CI/CD**.
- Silver Fern Farmer:** Delivered a custom enterprise website using **AEMaaS** and an **agentic-first development workflow** with Cursor/Copilot, MCP-connected tooling and Playwright testing; achieved **~5x faster delivery**, reducing custom component builds from **days to minutes**.
- CMSGenie:** Built an AI-powered discovery platform using **AWS Strands/Bedrock** for multi-agent orchestration and **Python/FastAPI, DynamoDB and Cognito** services; integrated **Playwright/PageSpeed Insights** to automate SEO, GEO, accessibility and performance analysis for internal sales teams.
- Auckland Airport:** Maintained and enhanced **20+ real-time event-driven communication workflows**, integrating operational data and backend logic through Adobe Journey Optimizer to deliver personalised messaging for **millions of travellers annually**.

Associate Consultant, DATACOM 2022 – 2023

- Silver Fern Farms (Co-op):** Led end-to-end technical delivery of the Co-op platform, implementing dividend logic and reusable **JavaScript/TypeScript/AEM** components; configured **Apache/Docker infrastructure** for caching, routing and load balancing.
- Meridian Energy / Powershop:** Built automated **billing communication pipelines** across **100+ customer segments**, replacing manual processes and improving operational consistency; implemented the solution with Adobe Campaign Standard and led consultant workshops to support adoption.
- Westpac Bank:** Built server-side **Java automation workflows** for enterprise content metadata and notifications across **5+ business units**, eliminating manual tracking and improving governance; integrated AEM DAM and SendGrid.

Graduate Consultant, DATACOM 2021 – 2022

- Silver Fern Farms (Corporate):** Delivered multi-site **JavaScript/Java web platforms across 8 international markets**, strengthening identity, security and code quality with Snyk and SonarCloud; increased unit-test coverage to **80%+** and contributed to **40%+ higher partner engagement**.
- Silver Fern Farms (Careers):** Built an **API-driven recruitment platform** with reusable, accessible frontend components and Oracle-backed job data using **JavaScript, TypeScript and AEM**, supporting **50+ roles annually**; streamlined CI/CD with **GitLab and Docker**.
- AMP Insurance:** Replaced spreadsheet-based KiwiSaver onboarding with a **web-based workflow integrating Java backend services and Salesforce APIs**, improving accuracy and reducing advisor processing time to **30 minutes per application**.

EDUCATION

Bachelor of Computer Science & Business Analytics, The University of Auckland 2017 – 2021 | Auckland, New Zealand

CERTIFICATIONS

Braze Business Practitioner
Issued June 2026

IIBA Academic Certification
Issued November 2019

IIBA Diploma in Business Analysis
Issued in November 2019

Microsoft Certified: Azure Fundamentals
Issued June 2021

Business Process Management ARIS Certification
Issued May 2021