Gary Fuller.

ENTERPRISE DIGITAL EXPERIENCE ARCHITECT

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Enterprise Digital Experience Architect with 27 years building digital experiences for retail, e-commerce, and financial services brands, in-house and as a consultant. I partner with clients and business stakeholders on technology strategy, set target architecture, and stay hands-on in the AEM, Edge Delivery Services, React, and Next.js work that proves the direction. Deep in composable commerce, experimentation, and AI-native engineering.

CORE CAPABILITIES

EXPERIENCE ARCHITECTURE

React, Next.js, Vue, TypeScript, Node.js, GraphQL content APIs, shared component libraries, design systems, responsive and mobile web

ADOBE & CONTENT PLATFORMS

AEM Sites, AEM Assets, AEM as a Cloud Service, Edge Delivery Services, Universal Editor, Contentful, Optimizely (Episerver), Sitecore migration, DAM governance, omnichannel content operations

COMMERCE & COMPOSABLE

MACH and Jamstack patterns (Next.js, Astro, Netlify), Spryker, Algolia, Hawksearch, e-commerce architecture, faceted search and merchandising

OPTIMIZATION & ANALYTICS

Adobe Target, Adobe Analytics, Adobe Launch, Monetate, A/B and multivariate testing, personalization, SEO, performance and scalability

AI-NATIVE ENGINEERING

Agentic workflows, task planning and tool calling through MCP, multi-model routing, local inference with frontier APIs, AI-assisted spec-driven development with Claude Code, AI governance

DELIVERY LEADERSHIP

Client partnership and technology strategy, architecture governance and code review, distributed onshore and offshore teams, executive communication, identity and authentication (Microsoft Entra B2B, SAML SSO)

EXPERIENCE

Feb 2025 – Present

Solutions Architect, Enterprise Asset & Content Management

International Motors · Lisle, IL · Hybrid

I own the AEM strategy behind International Motors' content and digital asset modernization, leading a greenfield AEM as a Cloud Service implementation on a single governed foundation.

- Directed the replatforming of 20+ dealer and brand websites off Sitecore onto headless AEM with a Next.js and React delivery layer
- Set per-surface delivery architecture across Edge Delivery Services, headless, and traditional Sites, with Universal Editor as the unified authoring layer
- Set the target architecture and multi-year roadmap for the platform, advising senior leadership on the tradeoffs that shape investment and risk
- Building a Brand Portal that gives brand, product, and dealer teams one trusted source for approved assets
- Designed identity and authentication architecture, Microsoft Entra B2B for dealer and agency users and SAML SSO for AEMaaCS, and integrated commerce (Spryker) and search (Algolia)
- Established enterprise taxonomy, metadata schemas, and governance standards adopted across brand, product, engineering, and regulatory teams
- Built metadata-driven asset lifecycle governance for ownership, rights, expiration, and compliance, with CI/CD formalized through Cloud Manager and Azure DevOps
- Ran platform evaluations, including Algolia vs. Coveo for enterprise search and the Adobe Express Embed SDK for dealer template workflows

EXPERIENCE, CONTINUED

Mar 2017 – Present

Solutions Architect, Consulting Practice

Fullermotion · Chicago, IL

My consulting practice for enterprise content platforms and governed AI adoption. I scope engagements with client stakeholders, set the architecture, and deliver alongside client teams.

- Built multi-model AI routing infrastructure combining local inference with frontier APIs, and agent-first tooling with Claude and MCP that accelerates spec-driven AEM component development
- Integrated Algolia faceted search, merchandising, and personalization into production e-commerce on Contentful and AEM Sites, driving a 30% lift in conversion
- Delivered Adobe Target, Analytics, and Launch across enterprise properties, with tag governance and A/B and multivariate testing tied to measured outcomes
- Re-architected legacy platforms with Next.js and React to improve performance, reduce technical debt, and enable long-term scalability
- Designed API and cloud integration layers that replaced brittle point-to-point dependencies across content and commerce stacks

Jan 2023 – Nov 2024

Principal UX Architect

Magid · Romeoville, IL · Hybrid

- Led UX architecture for the company website and mobile applications, from wireframes and prototypes through responsive e-commerce delivery
- Developed an AI-powered voice-interactive application on the Whisper API, enabling natural-language interaction across defined business topics

Jun 2021 – May 2022

CMS Architect

Dollar General · Contract via Fullermotion

- Shipped dollargeneral.com and the PopShelf brand site on AEM inside a twelve-month window for one of the largest retailers in the United States
- Extended the shared component library and authoring model serving both brands, with React and Node.js integrations against the AEM publish tier
- Implemented Adobe Target and Adobe Launch for personalization, experimentation, and analytics instrumentation
- Advised the Digital Innovation team on Adobe platform direction, component architecture, and integration patterns

Apr 2019 – Jun 2021

Senior Software Engineer

Wintrust Financial Corporation · Greater Chicago

- Led front-end development on AEM for the corporate website, performing code reviews and approving pull requests for offshore engineers
- Built the Vue SPA for SBA and PPP loan applications, stood up in days during the pandemic to handle thousands of incoming business loans and showcased at Adobe Summit
- Rebuilt the component architecture on Adobe Core Components and Bootstrap for a mobile-first, responsive site

Aug 2014 – Apr 2019

Lead Front-End Developer

Winston Brands · Greater Chicago

- Architected category, search, and product detail page experiences in Episerver (Optimizely) commerce
- Introduced React, Vue, and Bootstrap as front-end standards and built A/B and multivariate testing in Monetate with site search on Hawksearch

EXPERIENCE, CONTINUED

Apr 2013 – Jul 2014

Director of Marketing

Converged Technology Professionals · Greater Chicago

- Owned digital marketing programs, budgets, and forecasts supporting revenue, retention, and customer satisfaction targets
- Designed and built a user-group web portal on C#, ASP.NET, and SQL Server, integrated with Sitefinity CMS
- Launched an integrated marketing campaign, cloud service portal, and webinar program that generated new business

Dec 2002 – Jan 2012

Multimedia Director

QMI Security Solutions · Promoted from Web & Marketing Manager and Senior Multimedia Specialist

- Led an in-house team of designers and programmers, plus external vendors, across web, video, and training production
- Built a professional video and photography studio producing agency-quality work, saving roughly $100K per year
- Designed two search-optimized websites that tripled page rank and generated half of total leads
- Translated 2D technical drawings into a 3D product library used to sell to clients including AT&T, Neiman Marcus, and CVS
- Built a web presence that drew national media attention, with features on Oprah, The Discovery Channel, and Extreme Makeover: Home Edition

COMMUNITY & RECOGNITION

- AEM Champion, 2026–2027 (Adobe)
- Co-lead, AEM Midwest Chapter (Adobe user group)
- Writes on digital experience architecture, Edge Delivery Services, MCP, and enterprise AI adoption at garyfuller.net

EDUCATION

MBA, Gies College of Business
University of Illinois Urbana-Champaign (in progress, expected May 2028)

MS, Computing and Digital Media
DePaul University

BFA, Media Arts & Animation
Illinois Institute of Art (cum laude)

BA, Philosophy
North Central College (magna cum laude)

CERTIFICATIONS

- Strategic Leadership and Management
  University of Illinois, 2026
- Software Design and Architecture
  University of Alberta, 2026
- Machine Learning with Python
  IBM, 2025
- Deep Learning with Keras and TensorFlow
  IBM, 2025
- Professional Scrum Master I
  Scrum.org