

IVAYLO TONEV

Solution Architect, Full-stack Developer – Digital Experience Platforms



Operating where enterprise architecture meets hands-on delivery — designing what's buildable, governing what's shipped, coaching the teams who sustain it, and leveraging AI to accelerate the full cycle.

My career has two chapters:

- from 2008 I built deep expertise in Adobe Experience Manager (AEM), specialising in the integration of REST services and frontend applications into the platform
- since 2018 I architect & deliver Spring Boot microservices, modern React and Angular TypeScript micro frontends, and Apache Kafka event-driven integrations — the layer that turns a CMS into a composable enterprise ecosystem.

I translate business goals into technical roadmaps, contribute to architecture governance, coach delivery teams, and guide platform adoption across banking, insurance, automotive, retail, and healthcare.

PERSONAL DETAILS

LinkedIn: <https://www.linkedin.com/in/ivaylotonev>

Web: <https://www.ivaylotonev.com>

Address: Munich, Germany

Languages: German (fluent), English (fluent)

EDUCATION

03.2024 TU Munich – EMBA in Innovation & Business Creation

09.2008 TU Munich – Diploma in Computer Science (Dipl.-Inf.)

11.2012 Certified Scrum Master (James O. Coplien)

CORE COMPETENCIES

Architecture & Governance	Enterprise Architecture, Domain-Driven Design, Clean Architecture, Hexagonal Architecture, Microservices, Micro frontends, TOGAF 10, ArchiMate,
Frontend & Backend	TypeScript, Angular, RxJs, React, Redux, Tanstack, Vue.js, Node.js, Cypress, Vite, Material UI Java, Spring Boot, Spring Data, REST, GraphQL, Maven, Gradle
AI, Automation & Agentic Coding	LLM-based code generation, architecture documentation, agentic coding workflows, AI-assisted prototyping, automated testing. Practical experience integrating AI into enterprise delivery cycles.
Adobe Digital Experience	Adobe Experience Manager 4–6.x, AEM as a Cloud Service, Adobe Sites, Adobe DAM, HTL, OSGi, Sling Models, Dispatcher, Adobe Target, Adobe Campaign, Adobe Analytics, DataLayer, Content & Experience Fragments, ACL, Core Components, Multi-tenant rollouts & platform provisioning.
Cloud & Infrastructure	AWS, GCP, Kubernetes, OpenShift, Docker, Apache Kafka, CI/CD (Jenkins, GitLab)
Databases	Oracle, PostgreSQL, MongoDB, IBM Db2
Agile Delivery	Scrum, Kanban, Team Topologies, Design Thinking Executive advisory, Coaching teams (GROW, OSCAR, SBI coaching frameworks)

PROFESSIONAL EXPERIENCE

since 06.2012	IT Freelancer – Solutions Architect & Full-stack Developer
01.2014 – 11.2015	Co-Founder & Managing Partner – CQ Factory GmbH
09.2008 – 05.2012	Consultant – Logica Deutschland GmbH & Co. KG
02.2006 – 11.2007	Working Student – O2 (Germany) GmbH & Co. OHG
06.2002 – 02.2006	Working Student – Epcos AG

PROJECT REFERENCES

Health Insurance

Digital Modernisation

Solution Architect

since 09.2025

Migration of three monolithic processes to micro services (Java/React) for a statutory health insurer, including regulatory compliance within a scalable, future-proof platform.

- Member of the Frontend Architecture board
- Assessed legacy architecture; designed micro-services hexagonal architecture and micro Frontends with React for phased migration of core insurance processes
 - Full-stack Development with React, Tanstack Query, Router, xState, Implementation of Spring Boot microservices
 - Designed Kafka event-driven integration and AWS/Kubernetes cloud infrastructure

Tech: Java 21, Spring Boot, Gradle, OpenAPI, PostgreSQL, React, TanStack Query, Router, Form, TypeScript xState, Zod, Cypress, Vite, Docker, Kubernetes, AWS, Apache Kafka, CoreMedia

Grocery Retailer

AEM Cloud Adoption

Solution Architect

03 - 08.2025

Web store architecture with AEM. Evaluated existing architecture, advised on micro-services strategy and AEM Cloud Service integration.

- Evaluated architecture status quo; identified risks, technical debt, and transformation roadmap
- Consulted on backend micro-services strategy (Spring Boot, Go)
- Coached dev team; managed senior stakeholder communication ensuring architectural alignment

Tech: TypeScript, Vue.js, Java, Spring Boot, Go, AWS, AEM as a Cloud Service

Insurance Company

React in AEM

Solution Architect

10.2024 - 03.2025

Migration of legacy booking routes to React micro frontends with REST microservices in AEM. Architecture, guidelines, coaching, GoLive.

- Designed site architecture with React dynamic components, JWT auth, and MS Identity Provider login
- Created React-in-AEM integration concept and development guidelines as reference architecture for multiple teams
- Coached teams on architecture patterns; led MVP delivery and GoLive ensuring build integrity

Tech: TypeScript, React 18.3, Java, Spring Boot, OpenAPI, AWS, AEM as a Cloud Service

IT Services Provider

Solution Architect

01 - 12.2024

Survey & analytics web application: form/survey configuration with statistical backend, drag-and-drop editor, role-based access. Requirements engineering; designed frontend/backend microservices architecture, REST API, and reactive services

Tech: TypeScript, Angular 18, Java 22, SpringBoot Reactive WebFlux 3, MongoDB 7, Kubernetes

TU Munich

EMBA Thesis

10.2023 - 03.2024

"Challenges and Opportunities in Agile Projects in Big Corporations." Examined Agile adoption across 40 studies and 4 real projects. Findings: organizational culture resistance requires management commitment; adaptability and continuous improvement critical for transformation. Explored scale-free network design for cross-team collaboration.

<https://www.ivaylotonev.com/pdf/To24.pdf>

Banking Group

Public Websites & Market Data

Solution Architect

12.2019 - 09.2023

Four-year transformation of a major bank's public web applications across all group entities. Legacy portal → REST micro-services + Angular frontends in AEM. Calculators, order routes, process editor, virtual depot, market data, form generator.

- Architectural point of contact throughout the lifecycle; requirements engineering across departments, stakeholders, and external providers
- Applied DDD for microservices/micro frontend architecture
- Complex Angular frontend implementations,
- Multiple Spring Boot REST microservices development
- Designed infrastructure, security policies, cloud architecture (GCP, OpenShift), caching, JWT OAuth
- Coached team; established patterns ensuring build integrity across sub-projects

Tech: Typescript, Angular 16, Jasmine, Karma, Java 1.8, Java 11, SpringBoot (RestTemplate, Reactive WebFlux), JUnit, Mockito, Powermock, Hibernate, Oracle DB, OAuth 2.0, OpenAPI, Kubernetes, OpenShift, AEM 6.5

Munich Automotive Full-stack Developer 04 - 12.2019	Warehouse management system: modeled business processes, designed DB domain model, developed Angular/Spring Boot app with NgRx and role-based access. Tech: TypeScript, Angular 8, NgRx, Java 11, Spring Boot, Oracle 12c, PL/SQ
Mortgage Bank Solution Architect, Scrum Master 04.2018 - 03.2019	Digitized paper-based loan review processes. Analyzed/modeled business processes, designed REST API and BPM workflow, planned network security/infrastructure. Coached customer team in agile practices. Tech: TypeScript, React, Redux, Java CDI, MongoDB, Eclipse Microprofile, WildFly, Node.js
Munich Automotive <i>AEM Group Platform</i> Enterprise Architect 10.2017 - 03.2018	AEM platform with baseline components and infrastructure reference solutions for all group websites. <ul style="list-style-type: none"> • Led infrastructure planning and integration architecture for the group-wide AEM platform • Identified requirements for the long-term architectural vision; created user stories and phased roadmap • Supervised two external delivery teams; ensured build integrity and stakeholder alignment Tech: AEM 6.1, Node.js, Vue.js
Insurance Company <i>AEM Relaunch</i> Solution Architect 05 - 09.2017	Website relaunch with AEM 6.3 integrating Adobe Target, Campaign, Analytics, Angular finance apps. <ul style="list-style-type: none"> • AEM 6 architect: designed platform and led initial project setup • Supervised delivery team, ensured build integrity; supported requirements engineering • Multi-tenant AEM platform for individual client rollouts Tech: Java, JavaScript, AEM 6.3, Docker, Adobe Target, Campaign, Analytics, OSGi REST Services
Banking IT provider <i>Online Banking</i> Solution Architect 10.2014 - 04.2017	Website + online banking for branches of a direct bank using AEM 6. Modular content/logic distribution via AEM packages. <ul style="list-style-type: none"> • Architected multi-tenant AEM components and “AppStore” for scalable content distribution • Designed archiving solution for published websites as PDFs (MiFID regulatory compliance) • Coordinated with Adobe’s platform team on product alignment, roadmap, and build patterns Tech: Java, JavaScript, AEM 6.1, IBM WebSphere, Hibernate, PDFReactor, OSGi REST Services
Munich Automotive Solution Architect, Full-stack Developer, Scrum Master 04.2011 - 09.2014	Website relaunch with AEM: login, campaigns, personalised content, car configurator, online vehicle sales. Custom Angular like framework for frontend architecture, GlassFish JavaEE REST-services in the backend, Akamai caching. Multi-tenant architecture. Tech: Java, JavaScript, AEM 5.6, GlassFish, JavaEE, Drools, Jersey, ExtJS, Node.js, Selenium

EARLIER PROJECTS (2008-2014)

Grocery Co. – Blog architecture with AEM Social (Solution Architect, 03-04.2014)
Energy Services – Sales platform, AEM iPad integration (Solution Architect, 01-02.2014)
Travel Services – Hotel search with AEM, MongoDB, Solr (Solution Architect, 04-12.2013)
Munich Automotive – ESB REST/JMS for CRM integration (Backend Developer, 06-09.2012)
Pharma – Documentum workflow, regulatory packaging approval (Backend Developer, 09.2008-04.2011)
Automotive Bank – CMS relaunch, online banking in AEM (Full-stack Developer, 06.2010-04.2011)
Food & Beverage – Architecture & code reviews (11.2010)
Ingolstadt Automotive – CMS Portal 2.0, dealer migration, CMS release with AEM (Full-stack Developer, 09.2009-05.2010)
Pharma - CMS Portal with AEM (06-07.2009)
Ingolstadt Automotive – CMS Portal, dealer migration, CMS release with AEM (Full-stack Developer, 03-06.2009)
TU Munich – Diploma Thesis: ECM integration patterns via JSR 170, AEM (09.2008) <https://www.ivaylotonev.com/pdf/To08.pdf>
Munich Telecom – Struts/EJB3 (Backend Developer 01.2006-09.2007)

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