

# Marco Gomez van Houten

Director of Digital Experience | Experience Architecture | Frontend Platform Strategy

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## Professional Summary

Digital experience leader and software architect with 23+ years of experience building and evolving digital platforms across travel, entertainment, and corporate technology. For more than a decade, led front-end engineering, experience architecture, and digital experience initiatives for revenue-critical platforms serving approximately 60K daily users. Specializes in connecting product strategy, user experience, AI-driven workflows, frontend architecture, design systems, and cross-functional execution into scalable platforms that solve real business problems.

## Core Capabilities

Digital Experience Strategy | Frontend Platform Architecture | Design Systems | AI Integration and Automation | Platform Modernization | Performance and Scalability | SEO and Information Architecture | Accessibility | PCI-Aware Component Systems | Internationalization | Cross-Functional Leadership | Travel Booking and B2B Agent Platforms

## Professional Experience

### Revelex Corporation - Boca Raton, FL

#### Director of Digital Experience | June 2026 - Present

- Lead digital experience strategy across B2B and B2C platforms, shaping how customers and agents interact with Revelex products.
- Own experience standards spanning UX, design systems, frontend architecture, accessibility, and digital brand consistency.
- Drive platform modernization initiatives that evolve legacy systems into scalable, maintainable experiences aligned with long-term business goals.
- Lead AI and automation initiatives that improve customer experiences, operational efficiency, and internal workflows.
- Partner across Product, Development, Content, Operations, and Executive Leadership to turn ideas into scalable solutions and measurable business outcomes.
- Guide the evolution of internal tooling, content workflows, and experience governance across multiple business verticals.

#### Front-End Engineering Manager, Experience Architecture | December 2015 - June 2026

- Led front-end engineering and experience architecture across multi-vertical travel platforms, defining UI standards, implementation patterns, and design system governance.
- Managed a cross-functional team across Front-End, Python, and Content, driving hiring, technical direction, code quality, and predictable delivery.
- Modernized legacy architectures to improve maintainability, performance, scalability, and team delivery velocity.
- Architected and scaled ADA and PCI-compliant component systems to improve accessibility, security, and consistency across user experiences.
- Served as cross-department orchestration lead across FE, BE, QA, and Content, reducing bottlenecks and accelerating roadmap execution.
- Implemented CI-friendly build tooling and workflow automation with Node and Webpack to improve deployment speed and development workflow.
- Partnered with executive stakeholders to refine booking flows, optimize conversion pathways, and align engineering decisions with business objectives.
- Led internationalization and multi-language strategy to enhance global usability, and contributed performance optimization across AWS-backed infrastructure.

## **Revelex Corporation - Boca Raton, FL**

### **Senior Front-End Developer | August 2013 - December 2015**

- Designed and initiated a component-based, extensible front-end framework using HTML5, CSS3, Sass, and JavaScript.
- Delivered enhancements across legacy and next-generation travel applications and served as a primary cross-team technical point of contact for planning and implementation strategy.

## **Elephant Group**

### **Lead Web Designer | March 2006 - August 2013**

- Led web delivery planning and execution, assigning work, negotiating timelines, and ensuring quality outcomes.
- Built A/B testing strategies focused on revenue impact and conversion improvement.
- Designed and developed 300+ responsive sites and web experiences across Photoshop, PHP, .NET, Salesforce APEX, HTML, CSS, JavaScript, and jQuery.

## **Performa Technologies, L.L.C.**

### **Web Designer | January 2004 - March 2006**

- Built 50+ websites including shopping cart and secure admin publishing tools.
- Supported clients as the point of contact for UX and platform improvements.

## **Education**

Universidad del Norte - System Engineering (Computer Science), 2002 - 2006

## **Languages**

English: Native or bilingual | Spanish: Native or bilingual | German: Limited working proficiency

## **Recognition**

J.D. Power Purchase Experience