

# David Judkins

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YouTube: @davidjudkins7714 (65K+ views — Apex & Salesforce Development)

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## Professional Summary

Salesforce Application Architect with 20+ years in technology and 10+ years delivering enterprise Salesforce solutions across consulting engagements in banking, manufacturing, telecom, education, managed services, municipalities, and public works. Trusted technical advisor to senior business stakeholders — translating complex requirements into scalable, governed, production-grade Salesforce implementations. Deep specialization in Service Cloud architecture: self-service deflection, onboarding automation, security posture design, and CI/CD modernization. Pursuing Salesforce Certified Application Architect designation (Target: Q4 2026).

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## Certifications

- Salesforce Certified Platform Developer I
  - Pursuing: Salesforce Certified Application Architect (Target: Q4 2026)
    - Platform App Builder | Data Architect | Sharing and Visibility Architect
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## Core Competencies

**Salesforce Architecture** | Platform Architecture, Solution Design, Technical Governance, Enterprise-Scale Systems, Single Responsibility Principles, Custom Data Modeling, Org Strategy, Multi-Org Architecture

**Identity & Security Architecture** | SAML, OAuth 2.0, SSO, MFA Enforcement, Passkeys (FIDO2/WebAuthn), Biometrics, MS Entra, Sharing & Visibility Models, OWD, Role Hierarchies, Field-Level Security, Connected Apps & External Client Apps, Named Credentials

**Apex & Component Development** | Expert Apex, Lightning Web Components (LWC), Aura Components, Visualforce, Batch Classes, Bulk API, Async Frameworks (Queueable/Schedulable), Trigger Frameworks

**Declarative Automation** | Salesforce Flow (Screen Flow, Record-Triggered, Scheduled), Flow Architecture, Dependency Mapping, Approval Processes, Flow Optimization

**API & Integration Solutions** | Custom REST/SOAP Endpoints, Integration Design Patterns, Event-Driven Architecture, Platform Events, JSON Parsing, Web Services, Publish/Subscribe, Named Credentials

**Cloud & DevOps Pipelines** | CI/CD, GitHub Actions, Git, Salesforce DX (SFDX), Salesforce CLI, Gearset, Containerization (Docker), AWS, Google Cloud (GCP), Azure

**Data Management** | SOQL, SOSL, SQL, ETL Frameworks, Data Cleansing, Database Modeling, NoSQL Firestore (GCP), Large Data Volume Architecture

**Service & ITSM** | ITSM/ITIL, Incident Management, Service Request Management, Problem Management, Change Management, CMDB, Asset Management, Service Catalog Design, Knowledge Management

**Programming & Web Technologies** | JavaScript, Java, C#, Software Design Patterns, Algorithms & Data Structures, Email Infrastructure (SMTP, POP3, DKIM, SPF, DMARC)

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## Professional Experience

### Salesforce Application Architect (Consultant)

**Cloudaction / Airo** | 2022 – Present | Remote

*Delivered Salesforce architecture and development services to enterprise clients across banking, manufacturing, telecom, education, managed services, municipalities, and public works.*

- **Security & Identity Architecture:** Designed enterprise identity and access management architectures implementing MFA enforcement, SAML SSO, OAuth 2.0, and MS Entra federation across regulated-industry clients — reducing unauthorized access risk while satisfying audit and compliance mandates.
- **Sharing & Visibility Architecture:** Architected org-wide sharing and visibility models for multi-entity enterprises, defining OWDs, role hierarchies, territory management, and field-level security to satisfy both business access requirements and audit compliance.
- **Service Cloud Deflection Architecture:** Designed multi-lever deflection architectures combining Experience Cloud self-service portals, Knowledge Base Tier 0 enablement, and SLA-incentivized channel migration — reducing live-agent ticket volume by 30–40% within 12 months, tracked via YOY Salesforce dashboard reporting.
- **Onboarding Automation:** Architected dependent task orchestration for employee onboarding and offboarding using Screen Flows and progressive disclosure — reducing onboarding elapsed time from 3–4 weeks to under 5 business days, including a 400-user municipality deployment spanning IT, Police, and Magistrate departments.
- **Case UX Governance:** Governed UX architecture for Service Cloud Case intake — implementing progressive disclosure, role-based field visibility, and screen

reduction — achieving approximately 30% reduction in average case handle time.

- **CI/CD Pipeline Architecture:** Architected CI/CD deployment pipelines using GitHub Actions, Salesforce DX, and Gearset — transforming ad-hoc Friday Change Set deployments into a reliable bi-weekly production cadence with mandatory Apex test gates and zero after-hours incidents.
  - **Integration Architecture:** Designed and governed integration architectures connecting Salesforce to ERP systems, inventory management platforms, Azure, and custom internal tools — implementing REST/SOAP web services, Platform Events, and Named Credentials across up to 5 integrations per client engagement.
  - **Technical Team Governance:** Provided architectural governance and mentorship for development teams of up to 5 engineers — establishing Apex coding standards, trigger frameworks, and peer review processes while coordinating delivery alongside customer and internal PMs in Agile sprint cycles.
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## Salesforce Architect & Lead Developer (Consultant)

**RightStar Systems / XTIVIA** | 2012 – 2022 | Remote

*Advanced from Lead Developer to Architect role within a Salesforce SI, owning end-to-end technical decisions for enterprise client engagements.*

- **Architectural Governance:** Assumed full technical ownership of client engagement architecture — defining solution design, data models, integration contracts, and deployment strategy aligned with enterprise scale and Salesforce best practices.
  - **Data Architecture at Scale:** Designed data architecture for engagements including a 500,000+ Case Service Cloud implementation — writing high-performance SOQL, directing ETL frameworks, and establishing data governance for large-volume cleansing and migration initiatives.
  - **Custom Application Development:** Architected and built custom enterprise applications using Apex, Lightning Web Components (LWC), and Screen Flows while adhering to single responsibility principles, bulkification, and clean code standards.
  - **Advanced Automation Engineering:** Designed end-to-end declarative and programmatic automation using Salesforce Flow, Apex Triggers, and the Async Framework (Batch/Queueable) to streamline complex business processes, lifecycle events, and multi-step approval milestones.
  - **DevOps Modernization:** Introduced CI/CD pipeline practices using Git and Salesforce DX — replacing manual Change Set deployments and spreadsheet-tracked metadata with source-driven, version-controlled, automated release processes.
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## BMC Developer / System Engineer (Consultant)

**RightStar Systems** | 2009 – 2012

Served as a full-stack technical contributor for clients utilizing the BMC SMB enterprise application Service Desk Express, delivering business analysis, database development, and systems integration work spanning relational databases, web infrastructure, and email delivery.

- **Business Analysis & Requirements Engineering:** Partnered directly with client stakeholders to elicit, document, and translate complex business requirements into technical specifications for helpdesk configurations.
- **Oracle & SQL Server Development:** Designed and built relational database objects including stored procedures, triggers, views, and indexes in Oracle and SQL Server to augment OOTB functionality of an enterprise BMC helpdesk on-premise application.
- **ETL Pipeline Development:** Engineered ETL processes to extract, transform, and load data across enterprise systems and legacy databases — handling large-volume data migration, cleansing, and transformation to support business-critical integrations.
- **IIS Web Infrastructure:** Configured IIS web server environments to host an on-premise helpdesk application using virtual directories.
- **Email Infrastructure (SMTP):** Troubleshoot SMTP-based email delivery infrastructure for enterprise application notification systems — including relay configuration, authentication and deliverability troubleshooting.

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## Education

**DeVry University** — Computer Information Systems

Coursework in Database Systems, Web Development, System Design, and Networking