

MARY ELLEN CHAFFIN

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SUMMARY

Senior systems-minded professional who specializes in making sense of ambiguous, complex problem spaces. Works effectively with incomplete information, asks the questions others miss, and surfaces the right direction early—often before it's obvious. Brings experience across front-end engineering, UX writing, internal tooling, and technical consulting, with a consistent focus on clarity, structure, and enablement.

CAPABILITIES

- Sense-making under ambiguity
- Systems thinking & problem framing
- Early pattern recognition
- Front-end architecture & UI structure
- UX writing & interface clarity
- Complex workflows, state, and data flows
- Technical communication & enablement

EXPERIENCE

Senior Front-End Engineer

Amazon Web Services (via 24Seven) - Remote / Aug 2024 – Present

- Joined a new AWS service with evolving requirements; helped establish early structure as the product moved from concept to production.
- Designed front-end architecture using React, TypeScript, Cloudscape, and TanStack Query/Router.
- Shipped two applications from zero to production, including an AWS Console tool delivered in under three months.
- Improved interface clarity and consistency through UX writing, refining language, labels, and flow.

Senior Front-End Engineer

Intuit (via Cydio Group) - Remote / Feb 2023 – Jul 2023

- Worked on Komposer, an internal Knowledge Engine tool, building proof-of-concept front-end features to explore state management and multi-user synchronization.
- Implemented core React functionality in the production codebase, partnering with design to ensure clarity and feasibility.
- Provided front-end guidance and mentoring to full-stack engineers, supporting consistent patterns and shared understanding.

Senior Front-End Engineer

SparkCognition (via MAANA acquisition) - Bellevue, WA & Remote | Feb 2019 – Jan 2023

- Worked on a complex computational knowledge graph platform, translating abstract models into usable, understandable interfaces.
- Designed and implemented a Bayesian Network authoring and debugging experience, balancing expressive power with usability.
- Improved UI consistency and maintainability through refactoring, theming, and clearer component boundaries.
- Evaluated and introduced libraries for state management, diagramming, and testing to support long-term scalability.
- Mentored college interns on front-end engineering, product thinking, and team practices.

SELECTED EARLIER EXPERIENCE

- **Microsoft** - UI and platform engineering for developer tools, data visualization, and enterprise dashboards
- **eBay** - Front-end architecture and framework development for global shipping and workflow tools
- **Southern Company** - Technical consulting, reusable component strategy, and developer enablement
- **Alaska Airlines** - Customer-facing e-commerce UI development with a focus on accessibility and usability
- **CommerceHub** - Backend service design and cross-functional collaboration on product delivery
- **Magenic Technologies** - Consulting focused on performance, usability, and code quality

EDUCATION

Bachelor of Science - New College (Computer Science and Music)

University of Alabama, Tuscaloosa, AL

CERTIFICATIONS

- Foundations in Design Thinking - IDEO U
- AI Design Academy - UX Writing Hub
- Fundamentals of UX Writing - UX Content Collective