

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