

## Contact

706-461-4265 (Mobile)  
mce.aviles@gmail.com

[www.linkedin.com/in/masonaviles](https://www.linkedin.com/in/masonaviles)  
(LinkedIn)  
[gitaddmason.dev/](https://gitaddmason.dev/) (Portfolio)  
[github.com/masonaviles](https://github.com/masonaviles) (Portfolio)

## Top Skills

Pandas (Software)  
Vue.js  
Next.js

## Languages

Tagalog (Limited Working)  
English (Native or Bilingual)  
ASL (Limited Working)

## Certifications

TypeScript  
Generative AI Learning Path

# Mason Aviles

Javascript & Python | Software Engineer  
Las Vegas, Nevada, United States

## Summary

I have over a decade of experience in software engineering. I've worked across both large enterprises and small startups. Notably Smartsheet & Apple.

<https://gitaddmason.dev/>

## Experience

Upsellit | Managed Conversion Optimization  
Senior Front End Engineer  
October 2024 - Present (9 months)  
Remote

- Developed scalable frontend architectures using React.js, Next.js, and Tailwind CSS across e-commerce and internal tooling platforms
- Designed and coded high-performing static and dynamic email templates for marketing and transactional workflows
- Engineered high-conversion cart upsell experiences, recommendation engines, and minicart integrations to boost AOV and engagement
- Built modular and accessible UI components for enterprise and consumer platforms, ensuring WCAG/508 compliance
- Created dynamic dashboards using Chart.js, Three.js, and GSAP, blending data visualization with engaging motion design
- Enhanced legacy JavaScript recommendation scripts with category and localization logic, improving targeting on high-traffic retail sites

## Level Studios

Senior Frontend Javascript Engineer (Apple)  
August 2021 - November 2024 (3 years 4 months)  
Cupertino, California, United States

Contribute to building innovative and visually appealing solutions for a leading popular tech company in Cupertino that recently released an AR headset.

- Collaborated with cross-functional teams to design and implement complex features across React-based web applications

- Conducted thorough code reviews to uphold code quality, maintainability, and alignment with team standards
- Actively participated in agile ceremonies including sprint planning, grooming, and retrospectives, contributing to team velocity and project clarity
- Drove performance optimizations and UI responsiveness through advanced debugging, profiling, and React best practices
- Stayed current with industry trends, evaluating and integrating emerging tools and technologies to improve developer experience
- Played a key role in refining internal development processes, documentation, and frontend architecture for scalability
- Effectively communicated technical decisions and trade-offs with product managers, designers, and stakeholders

## Thinkful

### Senior Frontend React Engineer Instructor

July 2023 - January 2024 (7 months)

- Mentored and instructed up to 20 students per cohort in modern frontend development, fostering strong foundations in JavaScript and React
- Delivered hands-on lessons and guided projects covering core concepts such as ES6+, component architecture, state management, and async workflows
- Conducted in-depth code reviews and provided actionable feedback to accelerate student learning and enforce industry best practices
- Supported students through technical blockers, debugging sessions, and portfolio development to prepare them for engineering roles
- Contributed to curriculum updates and improvements to ensure alignment with evolving frontend technologies and hiring standards

## Uptime.com

### Frontend Engineer & Website Manager | UI React/Next Engineer

April 2020 - August 2021 (1 year 5 months)

- Led development and management of the company's marketing website, implementing modern web standards and SEO best practices to maximize performance and visibility
- Served as UI engineer on the core product team, building scalable, accessible React components and design systems from the ground up
- Owned key application features such as pricing workflows and user profile pages, optimizing performance, usability, and business logic across the stack
- Collaborated cross-functionally with design, product, and backend teams to deliver high-impact user experiences and conversion-focused flows

- Contributed to code reviews, architectural decisions, and long-term frontend strategy

## Amperity

Frontend CMS/PHP Developer & Manager

February 2019 - April 2020 (1 year 3 months)

Seattle, Washington

- Owned end-to-end development and management of the company's marketing website, ensuring performance, accessibility, and brand consistency
- Built engaging, conversion-optimized web experiences using modern HTML, CSS, JavaScript, and CMS integrations
- Led a successful PHP site migration to Craft CMS, improving content editing workflows and long-term maintainability
- Partnered with external agencies on large-scale web migration and redesign projects, aligning technical execution with brand goals
- Designed and launched custom landing pages and marketing campaigns with a focus on lead generation and responsiveness
- Developed a reusable email template system, enabling marketing teams to launch campaigns with consistent branding and minimal dev overhead

## Smartsheet

Frontend Drupal Engineer

September 2014 - February 2019 (4 years 6 months)

Bellevue, Washington

- Maintained and optimized a large Drupal codebase, focusing on performance, scalability, and long-term maintainability
- Developed responsive, cross-browser-compatible marketing pages and landing experiences, ensuring support for IE8+ and multilingual audiences
- Led front-end efforts on two major website migrations, aligning content, functionality, and design across platforms
- Integrated and enhanced translation workflows using the Lingotek Drupal module, improving localization efficiency for global audiences
- Adapted to rapid company growth by improving team workflows, documentation, and development standards
- Collaborated with designers and backend engineers to ship high-impact features and campaign pages under tight timelines

## Code Fellows

Javascript Software Engineer Instructor

May 2014 - October 2014 (6 months)

Seattle, WA

Mind Diaper  
UX Design | UX Research  
January 2014 - May 2014 (5 months)  
Seattle, WA

---

## Education

The University of Georgia  
BS, Public Health Education and Promotion · (2009 - 2013)

Code Fellows  
Python - Django & Vue.js · (March 2021 - July 2021)

Code Fellows  
Fullstack Javascript - React & Node.js · (January 2021 - July 2021)

Code Fellows  
UX/UI Design & Front End Web Development - CSS3 & SCSS &  
Bootstrap · (2013 - 2013)