

# MASON AVILES

Senior Full-Stack Software Engineer · React · TypeScript · Node.js · AI Integrations

Remote (USA) · Las Vegas, NV · 706-461-4265 · mce.aviles@gmail.com  
gitaddmason.dev · linkedin.com/in/masonaviles · github.com/masonaviles

## SUMMARY

Senior full-stack engineer with 12+ years building React-based products and marketing platforms for both Fortune 500 enterprises (Apple via AKQA and Level Studios, Smartsheet) and high-growth startups (Amperity, Uptime.com). Deep expertise across React, TypeScript, Next.js, Node.js, and modern CMS platforms, with recent focus on AI-augmented development workflows using Claude Code, Codex, and the Anthropic API. Proven record leading small engineering teams, owning frontend architecture end-to-end, and shipping conversion-focused experiences in design-driven environments.

## CORE SKILLS

Languages: JavaScript, TypeScript, Python, PHP, Liquid, HTML5, CSS3, SCSS

Frameworks & Libraries: React, Next.js, Vue.js, Nuxt.js, Node.js, Tailwind CSS, Chakra UI, Framer Motion

CMS & E-Commerce: Shopify (themes, Liquid, apps), WordPress, Craft CMS, Drupal, Astro

AI & Tooling: Anthropic API (Claude), Claude Code, OpenAI Codex, AI-augmented dev workflows, prompt engineering

Cloud & Infra: Vercel, Supabase, AWS, Google Cloud (Vertex AI), CI/CD pipelines

Practices: Frontend architecture, design systems, WCAG 2.1 / Section 508 accessibility, SEO, performance optimization, code review, team leadership

## EXPERIENCE

### Software Engineer Lead (Apple) — AKQA Group

Mar 2025 – Mar 2026 · Remote

Frontend architecture for Apple. Architected and built internal React applications and prototype tools for AKQA's Apple account, owning frontend architecture from initial scaffolding through delivery across React, Next.js, Vue.js, and Nuxt.js MVP builds.

Internal dashboards and report builders. Developed React dashboards and report-builder applications for Dev Engineering Leads, providing real-time visibility into project status, metrics, and development workflows.

Email engineering team lead. Led a team of email engineers, overseeing campaign delivery, code reviews, and technical standards across high-volume marketing and transactional programs; designed dynamic, session-cookie-based templates powering multi-campaign workflows.

E-commerce and Shopify. Engineered cart upsell experiences, recommendation engines, and minicart integrations across Shopify and custom platforms; extended Shopify storefronts via theme customization, Liquid templating, and third-party app integrations to lift AOV and engagement on high-traffic retail sites.

Personalization and tracking. Implemented first-party cookie and session tracking strategies powering personalization and retargeting; optimized JavaScript recommendation scripts with category mapping and localization to improve targeting accuracy.

Accessibility. Built modular UI component libraries compliant with WCAG 2.1 and Section 508, enabling consistent enterprise design systems.

### Senior Frontend Drupal Engineer — Aleut Federal

Sep 2024 – Mar 2025 · Remote

Federal Drupal frontend. Delivered frontend Drupal development on government agency websites for federal clients in the weather and environmental data space, surfacing complex scientific datasets through clean, public-facing interfaces.

Custom themes and components. Built and maintained custom Drupal themes and component-based templates, translating data-heavy requirements into accessible interfaces for high-traffic government properties.

Federal compliance. Implemented responsive frontends aligned with Section 508 and WCAG 2.1 AA; collaborated closely with backend engineers, designers, and content teams against federal release cadences.

### Senior Frontend Software Engineer (Apple) — Level Studios

Aug 2021 – Sep 2024 · Cupertino, CA

Apple — Internal Tooling & Engineering

PM dashboard for Apple. Designed and built a React-based internal dashboard for Apple project managers, centralizing project details, lifecycle steps, and team communications in one platform.

Automated PM workflows. Implemented automated email and ticket generation from project data, enabling PMs to trigger templated communications tied to dev process stages.

Frontend feature delivery. Designed and shipped features across React-based web apps in collaboration with design, backend, and QA teams; ran code reviews enforcing maintainability, performance, and Apple's engineering standards.

Performance and DX. Improved UI responsiveness through profiling, debugging, and React optimization; evaluated and integrated emerging frontend tools to modernize developer workflows.

Uptime.com — Marketing Site Lead

Sole frontend owner of Uptime.com marketing site. Owned the entire Uptime.com marketing website end-to-end as the only engineer responsible for frontend development, architecture, and technical direction.

Modern stack and SEO. Built with React, Tailwind CSS, and Chakra UI; implemented SEO best practices and CI/CD pipelines, lifting organic visibility by ~20%.

Component libraries and core flows. Built scalable React component libraries and design systems from the ground up, and owned core app features including pricing workflows and user profiles, optimizing performance and trial-to-paid conversion.

### **Senior Frontend React Engineer Instructor — Thinkful**

*Jul 2023 – Jan 2024*

Cohort instruction. Mentored and instructed up to 20 students per cohort in modern frontend development, covering ES6+, component architecture, state management, and async workflows.

Code reviews and curriculum. Conducted in-depth code reviews with actionable feedback; contributed curriculum updates to keep material aligned with evolving frontend technologies and hiring standards.

### **JavaScript & React Instructor — Code Fellows**

*May 2014 – Oct 2014 · Apr 2020 – Aug 2021 · Seattle, WA*

JavaScript and React instruction. Taught full-stack JavaScript and React fundamentals across multiple cohorts, supporting students through technical blockers, debugging sessions, and portfolio development.

Curriculum contribution. Contributed to curriculum design and updates aligning lessons with current industry tooling and hiring standards.

### **Frontend CMS / PHP Web Engineer & Manager — Amperity**

*Feb 2019 – Apr 2020 · Seattle, WA*

Marketing site ownership. Owned end-to-end development of Amperity's marketing website, improving page performance by ~25% and ensuring full WCAG accessibility and brand alignment.

Conversion-focused campaigns. Built landing pages and campaigns that increased inbound lead generation by ~18% through cleaner HTML/CSS/JS implementations and optimized conversion paths.

PHP-to-Craft CMS migration. Led a full migration from PHP to Craft CMS, streamlining content workflows and reducing marketing's dependency on engineering by ~40%.

Modular email system. Built a modular email template system enabling non-technical teams to deploy branded campaigns independently, cutting turnaround time by ~50%.

### **Frontend Drupal Software Engineer — Smartsheet**

*Sep 2014 – Feb 2019 · Bellevue, WA*

Large-scale Drupal codebase. Maintained and optimized a Drupal codebase serving millions of monthly users, improving site performance and scalability across two major website migrations.

Multilingual marketing pages. Built responsive, multilingual marketing pages and landing experiences with cross-browser compatibility from IE8+ through modern browsers.

Localization. Integrated and extended Lingotek translation workflows, reducing localization turnaround by ~35% and expanding international reach.

Standards and documentation. Established frontend standards, documentation, and workflows that improved team efficiency during a period of rapid company growth.

## **EDUCATION & CERTIFICATIONS**

### **B.S., Public Health Education and Promotion — University of Georgia**

*2009 – 2013*

### **Full-Stack JavaScript (React & Node.js), Python (Django & Vue.js), UX/UI — Code Fellows**

*2013 – 2021*

Generative AI Learning Path · TypeScript Certification