

GRAEME ELLIS

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Frontend engineer and UX/UI designer for the Albertsons AI shopping assistant, taking it from prototype to production — first as the manager of a brilliant team of engineers, now as a staff engineer building alongside them. Product-focused Staff Engineer with 13+ years of experience, growing from freelance web development through UX design and front-end engineering into technical leadership at a Fortune 50 company. Designs what should exist, negotiates with what already does, and opens the PR. Twice that work helped sell the company — Mealime to Albertsons, Ascend to Tithely.

SKILLS

LANGUAGES

TypeScript, JavaScript, Ruby

FRONTEND

React, Next.js, React Native, Tailwind CSS, React Aria, Emotion, Framer Motion

BACKEND

Node.js, Ruby on Rails, Payload CMS

DATABASES

PostgreSQL, MongoDB, SQLite · ORMs: Prisma, Drizzle, ActiveRecord

CLOUD & INFRA

AWS S3, Vercel, Cloudflare Workers + Durable Objects, Docker, Terraform

CI/CD & TESTING

GitHub Actions, CircleCI · Playwright, Maestro, Jest, Vitest, RSpec

AI / AGENTS

Vercel AI SDK, rubyLLM, MCP

DESIGN

UX/UI, design systems, prototyping, accessibility (WCAG 2.2, ARIA)

LEADERSHIP

Technical hiring and interview design, agile facilitation, mentoring, product/design partnership

EXPERIENCE

JUL 2026 – PRESENT · REMOTE

Albertsons Companies — Staff Engineer

- Lead front-end engineer on the Albertsons AI shopping assistant — chat UI, mobile-responsive layouts, product recommendation carousels, embedded mode, workflow inputs, and shopping list integration on Next.js 15, React 18, and TypeScript.
- Solved the hard mobile problems: iOS keyboard interactions, embedded webview behaviour, and sheet/popover state management.

OCT 2022 – JUL 2026 · REMOTE

Albertsons Companies — Software Engineering Manager

Team Leadership

- Managed a team of engineers and long-term contractors — people who trust each other to do the right thing, say out loud when they're struggling, and still make each other laugh.
- Co-developed the team's technical hiring interview process, staffing the build of the Albertsons AI shopping assistant.
- Stepped in to own the team's agile process and establish new bug-reporting procedures when the scrum master took an unplanned leave.

Shipped Products

- Designed and built Plan AI's chat UI, mobile-responsive layouts, product recommendation carousels, embedded mode, workflow inputs, and shopping list integration — proof of concept to production on Next.js 15, React 18, and TypeScript — while managing the team building it.
- Led Shop Your Recipe — a computer vision + LLM pipeline that lets customers photograph a cookbook page or handwritten recipe note and receive a structured, shoppable recipe. The team's first LLM-powered feature; kept the build moving and ran the schedule.
- Shipped a Payload CMS + Next.js 15 + React 19 content platform to replace the rigid Mealime-era recipe CMS. Authors can now write looser recipe structures with tiered, product-matched ingredient substitutions.
- Owned the design and full Next.js front-end for DIRM, Albertsons' recipe and menu planning platform, using React Aria accessibility primitives and TanStack Query.

- Carried the meal planning app across React Native major version upgrades (0.73 → 0.77); adopted Maestro E2E test framework; fixed iOS native deprecations in AppDelegate.

Core Product Monorepo

- Maintained a 1,000+ commit Lerna TypeScript monorepo spanning a meal-planning SDK, REST API, web app, and mobile client — with a private GitHub NPM registry, ESLint (sonarjs + unicorn), and Prettier with Tailwind class sorting.
- Authored the team's PR Reviewers Guide, pull request templates, and AGENTS.md coding guidelines.
- Moved the product suite onto React Aria Components for keyboard and screen-reader support; selected to present at company-wide Engineering Excellence – UI Tech Talks. Introduced TanStack Query as the team's data-fetching standard.

Developer Tooling & Open Source

- Designed and shipped demo-recorder — a cross-repo Playwright + Maestro CLI that lets every app team commit versioned demo flows alongside features.
- Forked and updated **blurrily** Ruby C-extension gem for Ruby 3.3.4/3.4: patched map_ext.c, updated gems spec and runtime deps, added GitHub Actions CI.

JUN 2021 – OCT 2022 · REMOTE

Albertsons Companies — Design Engineer → Sr. Design Engineer

- Designer and lead front-end engineer across web and React Native for the Albertsons meal planning product — owning the implementation and the UX decisions alongside the design team.
- Designed and built budget mode — lets shoppers set a grocery budget and see projected spend updates in real time as they select recipes, shipped across web and React Native. Started as a hackathon project; leadership picked it for production and recognized the work.

JAN 2019 – JUN 2021 · COURTENAY, BC

Mealime — User Experience Designer

- Designed and built much of the consumer-facing UI for the Mealime iOS and Android app in React Native + TypeScript, across 98 merged PRs — including the account and registration flow and the subscription flow.
- Built the carousel-based auto-meal-planner including an ingredient constraint picker, a food-waste savings display, Lottie-driven state animations, and staggered card-entry transitions.
- Designed and built the mealime.com marketing site. Led an overhaul of the app's typography, color, and UX — the shopping list, meal plan history, and the concierge plan builder — that helped make Mealime an acquisition target for Albertsons.

JAN 2018 – DEC 2018 · COURTENAY, BC

Ascend Collective Inc. — UI/UX Design and Development

- Designed and built a website block engine — a page builder that let non-technical customers compose pages from content blocks. The block engine helped land Ascend's acquisition by Tithely.

AUG 2014 – DEC 2017 · REMOTE

Loam Studios Inc. — Partner, UI/UX Design and Development

- Partner at a studio that helped academic researchers turn their research into products.
- Built content management systems and news article distribution platforms for clients including the Network for Business Sustainability (nbs.net), MIT Sloan Business Sustainability, and The Embedding Project.

2011 – 2014 · COURTENAY, BC

Freelance Web Developer

- Built WordPress sites and branding for local businesses.

PERSONAL PROJECTS

FEB 2026 – PRESENT

Hew — Software Factory

- Built on Linear. Lets a team run development work through repeatable processes and custom factory lines — spec-driven development, bug fixes, prototyping.