



Calvin & Hobbes Superfan  
Super Smash Bros Ninja  
GTD Nut

# Shaheen Ghiassy

I lead large engineering organizations with a proven track record of defining technical direction, strengthening execution, and aligning teams to deliver reliably at scale. By combining deep architectural judgment with pragmatic leadership, I am able to stabilize complex programs and elevate teams to, deliver outcomes beyond expectations.

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## Principal Engineer, Meta 2024 - Present

- Served as the Principal Engineer across a 12-team, 125-engineer division focused at Horizon OS - powering social VR experiences, including coordinated group travel, messaging, calling, and avatars
- Advised VPs, Directors, and EMs on long-range strategy, staffing, execution risk, and technical direction for the organization's highest-visibility programs
- Led mission-critical, E8+ multi-year initiatives such as the next-generation Navigator for Horizon OS—widely recognized across social media—by establishing operational-excellence frameworks, cutting through ambiguity, and guiding teams through hands-on execution
- Established and led the division-wide Better Engineering initiative, funding and delivering infrastructure, performance, and DevX upgrades across VR, iOS, Android, and React Native. The program contributed to a 21-basis-point Pulse improvement across 200+ engineers
- Strengthen organizational effectiveness by mentoring EMs and senior ICs, turning around under-performing workstreams (e.g., Group VR Travel), setting vision, detangling projects, instituting ownership models and rollup systems, and running weekly leadership retros that improved execution discipline and cross-team cohesion

## Senior Staff Engineer, LinkedIn 2021 - 2024

- Led mobile engineering strategy across 80+ engineers, defining technical direction, investment priorities, and organizational plans for LinkedIn's consumer iOS & Android surfaces
- Owned and maintained 72 shared iOS and Android libraries, spanning infrastructure, design systems, networking, data layers, testing frameworks, and developer tooling used by every mobile team
- Directed high-visibility, cross-org programs, cutting through ambiguity to align Directors, PMs, Design, and Infra around unified technical and sequencing decisions
- Architected solutions for multi-quarter, org-level initiatives, translating broad stakeholder needs into actionable technical plans covering process, staffing, documentation, and execution sequencing
- Stayed hands-on as a technical contributor, diving into complex code paths, prototypes, performance work, and critical-path reviews

## Road Trip, USA 2020-2021

- Decided life was too short and took a year off to road-trip across the US. Favorite spot with Big Bend National Park, Texas.

## Architect, Groupon 2017-2019

- Wrote Groupon's five-year technical vision that served as the foundation for all new mobile development; wrote architectural opus detailing a new model for mobile software engineering that addressed all aspects of development from coding and design to CI and QA, and ultimately through to release strategies.
- Led 23 engineers in refactoring the app, aligned with the five-year technical vision. Production KPIs were:
  - Crash-Free:** 100.00% uptime in first 6 months across 100 million+ sessions. Not a single crash! (yes, really)
  - Thoroughly Tested:** 1,268 data-driven tests, 1,440 UI tests and 18,945,000 auto-generated tests run on every PR
  - Fast:** Beat predecessor by 33% P50, 34% P75, and 1% P99
  - Resilient:** Compile-time enforcement of separation between views, business logic, and application. Protected company's ROI while guiding developers to follow best practices
- Acted as significant hands-on contributor; coded extensively; deep-dove into performance metrics using Xcode Instruments (battery performance, core animation, scroll rates, start-up time and time profiler).

## Staff Engineer 2019-2020, Groupon

- Led mobile direction across 68 engineers in multiple countries, partnering with directors and VPs to translate business goals into technical plans
- Unified engineering standards and execution across teams through cross-org consortiums and architectural leadership
- Mentored future leaders and strengthened technical communication patterns across the org

## React Native Engineering Lead 2015-2017, Groupon

- Led 6 engineers in building Groupon's React Native refactor as manager and technical lead.
- Led multiyear initiative changing the foundation of Groupon's mobile platform; pitched to VPs & Directors; presented to engineering org and led team responsible for initial development and rollout.
- Created detailed engineering plans, including road maps, Gantt charts, user stories, and UX breakdowns.
- Monitored code base and developer productivity; led daily stand ups and unblocked engineers on both iOS and Android.
- Onboarded mobile engineering org (80+ mobile engineers, some with minimal JavaScript) over to React Native stack.
- Served as company-wide technical liaison to all engineers, managers, and SVP team.
- Developed open-source React Native component [SGListView](#) for better memory management on infinite lists (745 GitHub Stars).

## iOS Mobile Engineer 2013-2015, Groupon

- Fourth largest contributor to codebase.
- Earned 2016 Top-25 iOS Application in US by comScore; consistent 5-star ranking in the iOS App Store.
- Developed durable components and architecture that are still widely used and enjoyed by ongoing team.

## Engineering Manager 2012-2013, Groupon

- Managed Merchant Center, one of the most widely used and visible applications at Groupon (~30,000 users/week in 38 countries).
- Managed full technology stack; oversaw hardware, network, application architecture, code quality, code reviews, UI experience, design aesthetics, QA verification, and production uptime.
- Wore many hats: Engineering Manager, Project Manager, SCRUM Master, Programmer, and Fearless Leader.
- Increased application's conversion rate by 62%, from 4.8M/qtr to 7.8M/qtr.

## Fullstack Web Engineer 2012, Groupon

- Led frontend architecture and major refactors, including decoupling the web frontend from backend systems while preserving uptime
- Built the iPhone app used by all Scheduler merchants, handling UX design and full-stack implementation
- Developed features across the web stack and built client-side apps with Ember.js and Backbone.js
- Raised engineering quality by guiding developers, improving standards, and leading code review practices

## Tech Startup Founder 2013-2015, h34t

- Founded and built a location-based social coordination startup, owning product definition, architecture, and all engineering from zero to one
- Designed and operated a full backend on NodeJS/Sails with AWS autoscaling infrastructure (EC2, RDS, ElastiCache) supporting real users
- Created a production-mirrored local dev environment using multi-machine Vagrant setups and implemented a full BDD test suite with CI coverage across mobile, API, server, and database layers
- Led all product, UX, and technical decisions, gaining hands-on experience in rapid iteration, customer feedback loops, and end-to-end ownership

# Small Business Owner 2007-2011, Old Creek

- Sold business in 2011 to outside buyers — generated over 20x ROI for investors.
- Increased net profit consistently over four years, with an average year-over-year growth rate of 121%; managed company's financial portfolio (profit-and-loss performance, balance sheet positions, cash flow, budget).
- Managed a team of 13 employees; executor on hiring and termination decisions; maintained high levels of employee satisfaction and performance through the use of a three-tier management methodology: weekly one-on-one meetings, feedback, and coaching—key lesson: always address conflicts, never avoid them.
- Successfully managed remote offices and geographically dispersed teams in US / Europe / Asia.
- Pushed web presence; increased unique visitors by 74% in year-over-year performance.
- Conducted and analyzed discrete-choice modeling surveys to understand customer product preferences. Used findings to design three new product offerings, two of which went on to become company bestsellers.
- Increased prices by 14% in the face of downward pricing-pressure during the '09 downturn, after conducting a two-month research study on consumers' optimal price point (OPP)—price increase led to 39% increase in company's gross profit margin.

## Patents

- USPTO - [20230176874](#): System, apparatus, and method for monolithic app decomposition on embedded mobile devices
- EU - [EP3516503A2](#): Mobile Service Applications

## Skills

### iOS

- iOS Native
- Swift
- Objective-C
- React-Native
- Xcode
- Cocoapods
- UIKit
- MapKit
- AFNetworking
- Core Location
- Push Notifications
- Xcode Instruments
  - Activity Monitor
  - System Trace
  - Time Profiler
  - Leaks
  - Zombies

### Android

- Java
- Kotlin
- Jetpack Compose
- Legacy XML Views
- StateFlow
- SharedFlow
- AIDL / IPC / Binder
- Gradle
- Android Studio
- Roboelectric
- Perfetto
- OkHTTP

### WEB

- HTML5
- CSS
- DOM
- JavaScript
- React.js
- JSX
- jQuery
- Canvas
- Backbone.js
- Underscore.js
- Ember.js
- Yeoman
- Grunt
- Bower
- Socket.io
- Locale
- RVM
- NVM
- Mustache
- Handlebars
- Mocha
- Webpack
- Babel

### DESIGN

- Adobe
  - Photoshop
  - Illustrator
  - Indesign
- AutoDesk
  - 3DS Max
  - Inventor

### BACK-END (NodeJS)

- NodeJS
- NPM
- MySQL
- Parse
- Express
- EJS
- Codeignitor
- Sails.js
- GraphQL

### DEV OPS

- Ansible
- Amazon AWS
- Apache
- Buck
- Centos
- Ubuntu
- Mac / OSX (All)
- Windows (All)
- Git/Github
- Mercurial
- Gradle
- SSH
- Capistrano
- Vagrant

### LANGUAGES

- Swift
- Kotlin
- JavaScript ES5/ES6
- Java
- Objective-C
- PHP / Hack
- Bash

### SOFTWARE

- Jira
- Phabricator
- Reviewboard
- Filemaker
- Microsoft Office
- Numbers
- Google Docs
- Quickbooks
- Gnucash
- Omnifocus
- Omnigraffle
- Textmate

### UI / UX

- Storyboards
- Figma
- A/B Multi-Variate Testing
- Wireframes
- Omnigraffle
- Google Analytics
- Google Website Optimizer
- Excel Statistical Analysis

### ONLINE MARKETING (SEM)

- SEO
- PPC/CPC
- Social Media
- Email Campaigns
- E-Commerce
- Magento
- Yahoo Store
- Performance Optimization
- Google Base