



h i g h  
l o w  
c u s t o m

Folio

by Shaheen Ghiassy



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Happy Holidays Sale!

# FREE Wii or KitchenAid Stand Mixture

...with the purchase of any order over \$2500 from now until Christmas. Limited Supply! Valid through December 25th. Select the discount code you want: freeWii or freeMixture

Shop Now



THE OLD CREEK  
**GREEN**  
INITIATIVE

LEARN MORE ON  
HOW OLD CREEK  
IS STAYING GREEN!

[CLICK HERE](#)



awesome  savings

## SUMMER SALE



Save \$200 on all Murphy beds now through July 28th. Need a Murphy bed in a hurry? No worries, we can do that! Call and ask us about our RUSH options.

[Shop Now →](#)

# Web Design

**ROLE** Design Director, Co-Designer

**TECHNOLOGIES USED** Photoshop, Illustrator

**SUMMARY** Directed and led monthly advertising campaigns with original artwork. Recruited, developed and trained design staff.



do more in 2010 with a Murphy bed

## NEW YEAR'S SAVINGS AS MUCH AS \$680\*

hurry sale ends January 29th. prices are as marked.  
[{Shop Murphy beds}](#)

FOUR DAYS ONLY  
EVENT OF THE SEASON



spend \$1000+ take 10% off

spend \$2000+ take 15% off

spend \$3000+ take 20% off

spend \$5000+ take 20% off & free shipping

prepare for your holiday guest....

## Autumn Sale

\$500 off murphy beds  
ends sept 30<sup>th</sup>

\*discount is applied to prices as marked

[shop now]



Have you received your new consumer catalog?  
If not, it's on the way!

Also, we just wanted to let you know that today is the last day to request two-week rush orders for the holiday season. The last day for one-week rush orders is December 4th.



WALLBEDFACTORY.COM  
AN OLD CREEK COMPANY™

Space Saving Quality



**WALLBEDFACTORY.COM**  
AN OLD CREEK COMPANY



Catalog  
Request



Company  
Blog



Real-Time  
Tracking

0 item(s) in cart | [Checkout](#)

[My Account](#) | [My Wishlist](#) | [Login](#)

SEARCH  **GO**

PRODUCTS

PLANNING

ORDERING

RESOURCE CENTER

COMMUNITY

OUR COMPANY



ORDER ANY MURPHY BED AND SAVE \$150. ORDER OVER \$2500 AND GET EVEN MORE. **SUMMER TIME SALE** [LEARN MORE](#)

*Stylish comfort & relaxation*

[Shop Murphy Beds](#)

**Choice Selections**

- [Revera Murphy Bed](#)
- [Mission Murphy Bed](#)
- [Hudson Murphy Bed](#)
- [Noir Collection](#)
- [Camden Family](#)



[View our Products](#)  
- Murphy Beds  
- Mattresses  
- Bookcases  
- Corner Desks  
- Accessories  
[Product Information](#)  
- Features  
- How it works  
- Installation  
- Construction  
- Woods & Finishes  
- Styles & Hardware  
- Accessories  
- Dimensions  
- FAQ

[Order Information](#)  
- Ordering  
- Delivery  
- Installation  
- Our Policies

[SALE CENTER](#)  
ANNUAL  
NEW YEAR'S  
SALE  
2008  
- Sales Watch List  
- Clearance Items

[Company Information](#)  
- Our Showroom  
- Customer Testimonials  
- Our Blog  
- Commercial Sales  
- Job Opportunities  
- Contact Us



e-commerce by YAHOO!  
128 BIT ENCRYPTION



Welcome...

At Old Creek Wall Bed Factory, we've been building Murphy bed solutions for over 29 years. With all of our experience in designing, manufacturing and installing wall beds and side towers, we know how to turn what you want into reality, beautifully. And since we bring our furniture to you direct from our factory, you can be assured that you are getting the absolute best value. Visit our [Murphy Bed Buyers Guide](#) and take a tour of our product features, construction and finishes. See what everyone is talking about!

Learn more about our Murphy Beds! [SAVE MONEY at Old Creek Wall Bed Factory!](#)

What is the difference between a wall bed, Murphy bed, space saving bed, fold up bed and a lift bed?  
What mechanism do you use?  
What type of wood do you use to construct your Murphy bed?  
What styles do you offer?  
What type of mattress do I need for your Murphy bed?  
How much does it cost to ship a Murphy bed, and how long will it take to receive?  
What does it take to install a Murphy bed?  
How do I place an order?

SEE HOW THE ROOM YOU'VE ALWAYS ENVISIONED CAN BECOME A REALITY WITH OLD CREEK

[TESTIMONIALS](#)

[TESTIMONIALS](#)

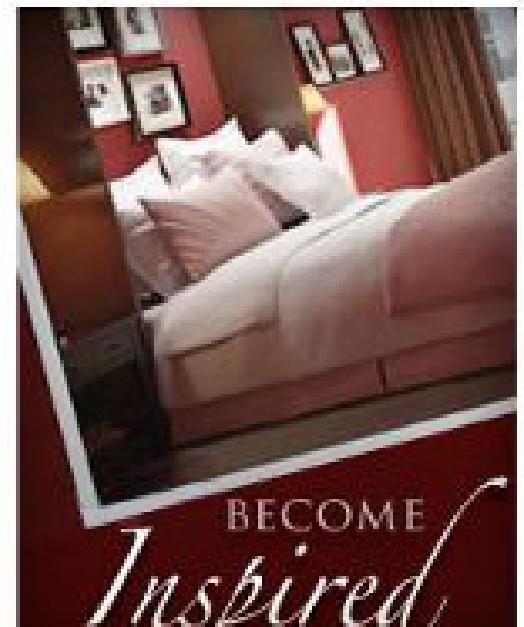
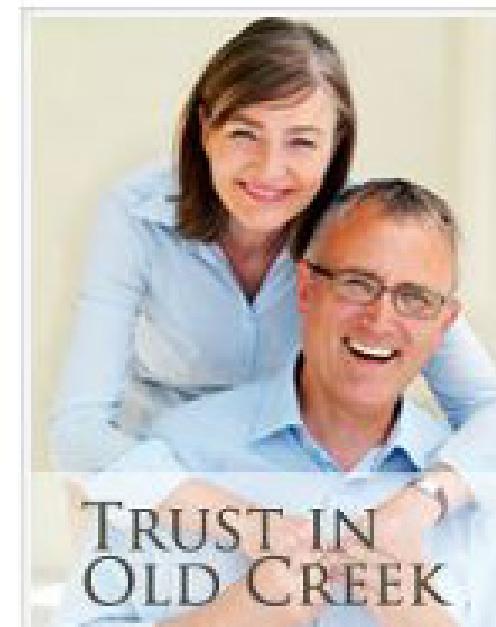
\*Last week the wall bed, bookcase, sewing

\*Yesterday afternoon the desk I had was

BEFORE



CLICK FOR DETAILS



**ROLE DESIGN** Director, Engineering Director, Project Manager, Co-Designer

**TECHNOLOGIES USED** OmniGraffle, Photoshop, Illustrator, CrazyEgg, Google Analytics

**SUMMARY** Directed and led website redesign. Responsible for all technical and design aspects. Managed project from design inspiration, to technical development. Followed-through with SEO and conversion optimization.

JUX

Pg. 4



**ROLE** Design Director

**TECHNOLOGIES USED** AutoDesk 3DS

**SUMMARY** Led 3D design initiative. On a tight budget, found and recruited international team to develop 3D renderings. Led project from inspiration and coordination to final rendering.

**3D**



# 3D



ORIGINAL SKETCH

**ROLE** Design Director

**TECHNOLOGIES USED** AutoDesk 3DS

**SUMMARY** Led 3D design initiative. On a tight budget, found and recruited international team to develop 3D renderings. Led project from inspiration and coordination to final rendering.





**ROLE** Design Director, Project Manager, Co-Designer

**TECHNOLOGIES USED** InDesign, Photoshop, Illustrator, Autodesk 3DS Max

**SUMMARY** Managed and directed consumer catalog creation from original inspiration, design curation and development to the printing presses.

**PRINTER** Bridgetown Printing

# Print





**ROLE** Design Director, Project Manager, Co-Designer

**TECHNOLOGIES USED** InDesign, Photoshop, Illustrator, Autodesk 3DS Max

**SUMMARY** Managed and directed commercial catalog creation from original inspiration, design curation and development to the printing presses.

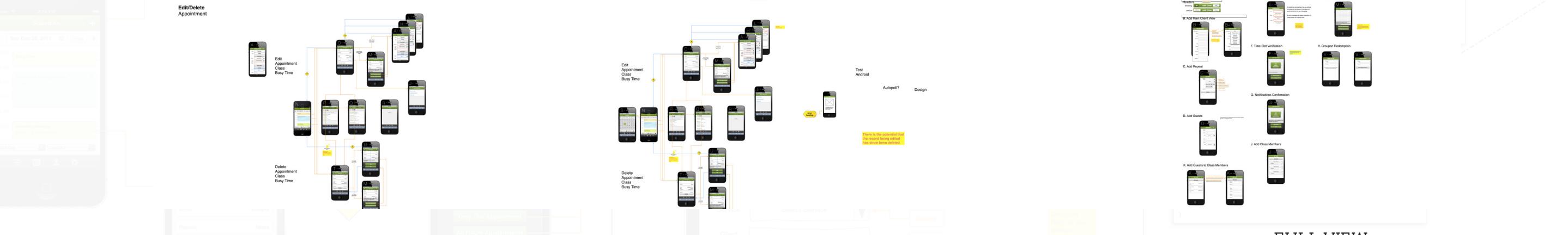
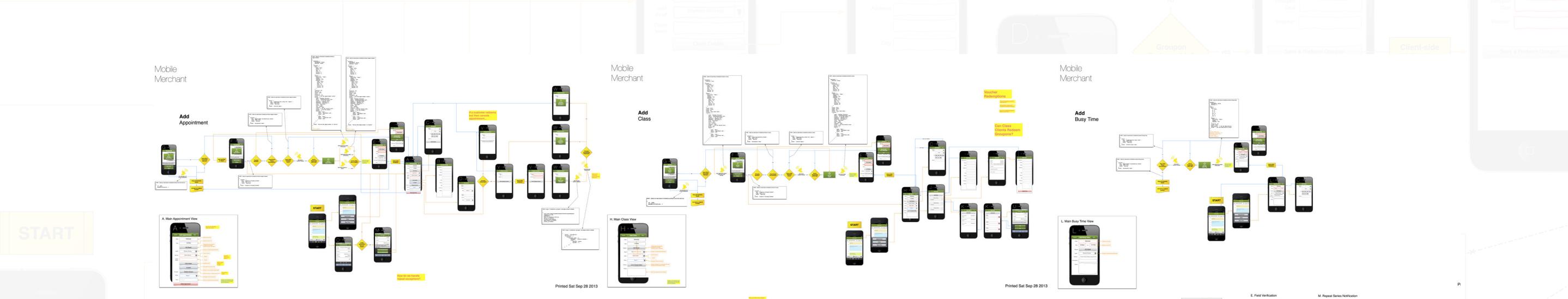
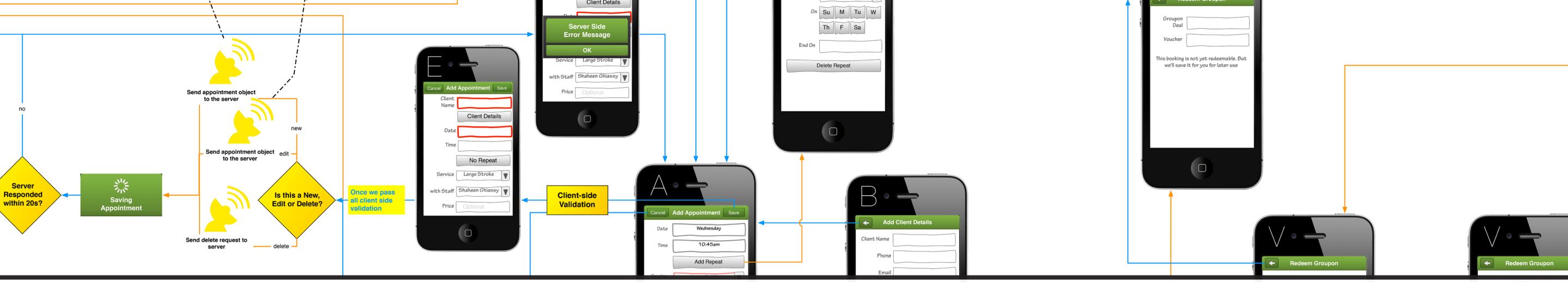
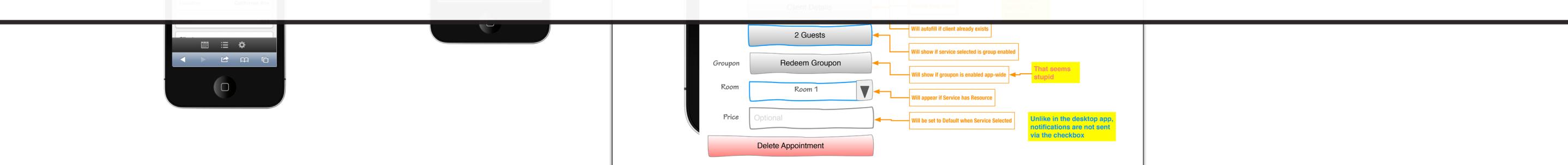
**PRINTER** B&B Printers



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  enforce: false
},
content: {
  date: {
    year: 2012,
    month: 5,
    day: 5,
    hour: 0,
    minute: 0,
    second: 0
  },
  repeat: {
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    number: 1,
    weekday: 136,
    endDate: {
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      month: 10,
      day: 23,
      hour: 12,
      minute: 45,
      second: 00
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  location: 20,
  service: 5,
  staff: 1685,
  asset: 0,
  totalBill: 60,
  notes: 'I am the appointment notes',
  client: {
    name: "Shafeen Ghiasy",
    email: "shafeen@groupon.com",
    notes1: "I am the notes",
    address1: "Address St",
    address2: "Building 2",
    city: "Portland",
    state: "CA",
    zip: "94063",
    country: "USA",
    notes: "I am the second note",
    answer: "I am the answer",
    guests: [
      {
        name: "Marc",
        email: "marc@marc.com",
        staff: 1687
      },
      {
        name: "Ivan",
        email: "ivan@ivan.com",
        staff: 1456
      }
    ],
    flash: "Saving New Appointment to Server"
  }
}
?? series_update

```

**FULL VIEW**

**ROLE** Front-end Web Engineer

**TECHNOLOGIES USED** HTML5, JavaScript, CSS, Ember.js

**SUMMARY** Programmed Mobile Web App for Groupon Scheduler Merchants. Solely programmed entire application using advanced client-side technologies.



# Mobile Web

# Web

ROLE Full-stack Web Engineer

TECHNOLOGIES USED HTML5, JavaScript, CSS3, jQuery, PHP, CodeIgnitor, MySQL

**SUMMARY** Programmed advanced UI functionality into Groupon's Scheduler web application. Coded functionality across the entire web-stack, from HTML & CSS, to PHP & MySQL.

Schedule - Groupon Sched

Overview Schedule Business Clients Groupons

September 2013 + Add New... Today Saturday, September 28

Click and drag over your schedule to adjust your hours. [Learn more...](#)

Change hours to  Available Recurring  Every week  
 Unavailable  Do not recur

Cancel Apply Change

Location

- loc 1
- loc 2
- Loc 5
- loc3
- testloc
- FIGMO
- PALoc
- loc with resources

	staff 1	staff 2	staff 3	staff 4
1 AM				
2 AM				
3 AM				
4 AM				
5 AM				
6 AM				
7 AM				<b>Class</b> 30 min - 0/30
8 AM				
9 AM				
10 AM				
11 AM				
Noon				<b>service 3</b> 30 min - dfsfds
1 PM				

# Pre-purchase Availabilities Preview

## Pre-Purchase Availability

Scheduler-enabled deals will get a "Check Availability" button (on their Groupon.com deal page) that would allow the consumer to get a preview of availability before they decide to purchase the Groupon. The hypothesis is that this will improve the customer experience, and also help diminish refunds (~15% of refunds are because of scheduling issues).

The wireframe illustrates the 'Check Availability' feature. It shows a 'BUY' button with values: Value \$38, Discount 55%, You Save \$21. Below it is a 'Check Availability' button. A callout notes: "Clicking on the Check Availability button should show all the options for the deal via a similar popover to the current deal option popover. If it is not a multi-option deal, then no popover would be shown." Another callout states: "There is the possibility of reusing the code from Getaways. This is currently unknown."

**Check availability for:**

- Introductory glass blowing or adult BYO glass blowing class for one:** Over 40 Bought | \$49 | Check Availability
- Introductory glass blowing or adult BYO glass blowing class for two:** Over 70 Bought | \$95 | Check Availability

Once you select an option, the date picker with available dates will fade in. Like the new booking steps timeslot step, dates with availability should be highlighted and dates without availability disabled.

**Buying screen:**

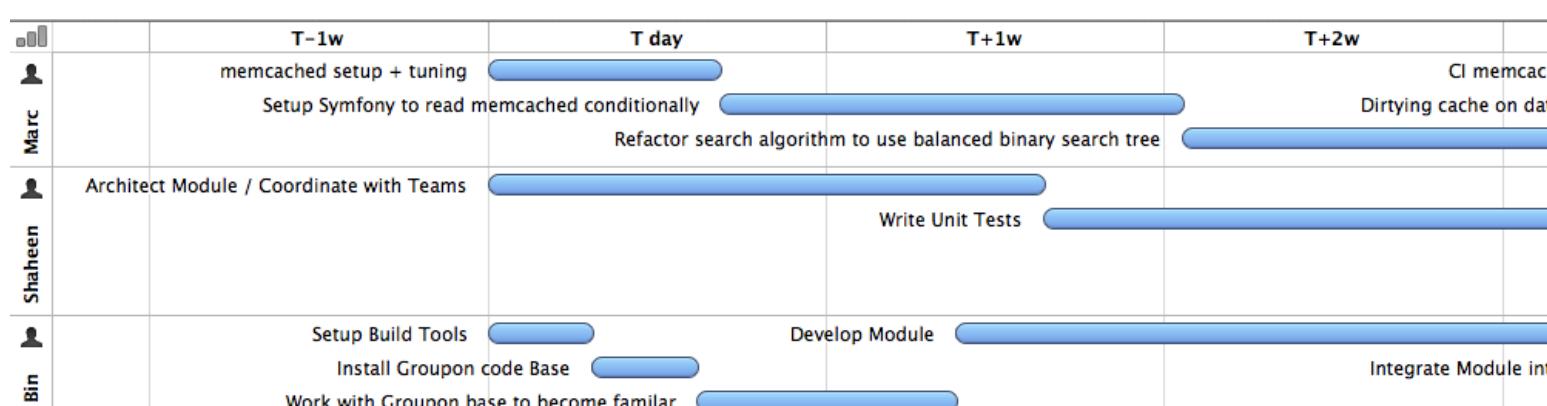
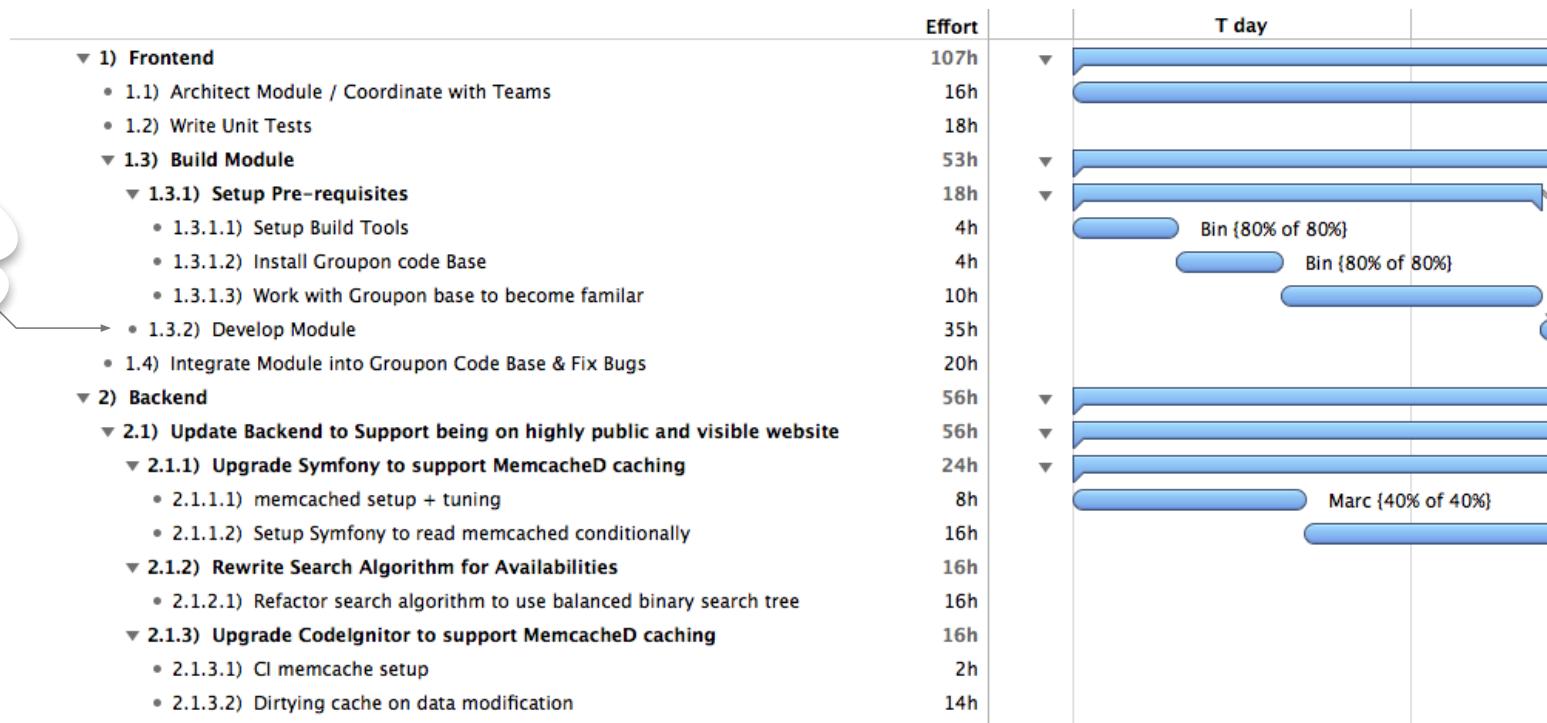
- BUY** button with values: Value \$38, Discount 55%, You Save \$21.
- Show availability for:** Introductory glass blowing or adult glass blowing class for one.
- Select location:** Location 1 dropdown.
- Date picker:** February 2013 calendar showing days 1 through 29. A note: "Purchase this deal to secure a time slot."
- Clicking this would bring up the option choice popover again.**
- When you hover over a date, a popover would appear with available timeslots.**

## 3 Engineers taking 6 Weeks

**Total Hours: 163h**

**Front-end Hours: 107h**

**Back-end Hours: 56h**



## Research Notes

### Why does this project take so long to build?

On first glance there is quite a discrepancy between the tangible size of the feature and the amount of time / resources it takes to complete the project. This dichotomy of expectations revolves primarily around two axis. Organizational Communication Requirements vs. Living in a Box & Engineering vs. Hacking.

In the first case, two of the three engineers being tasked to this project have management level responsibilities and various relationships / commitments that must be honored throughout the week. This coordination with other teams and the other extraneous responsibilities, reduces the amount of focus they can apply to this project. The project can be sped up by sticking them in a box, but will come at the expense of other organizational initiatives falling short of their needs.

Secondly, engineering projects vs. hacking projects are quite different. The core amount of work is only 55 hours and is tasked to a single developer. If we want to take the hacker approach (a reasonable decision under certain conditions), the work time can be reduced drastically. Higher-level engineering requirements such as, unit tests, code reviews, performance optimization, team member development can be dropped in order to achieve maximum output.

### What is the timeline if we stick everyone in a box?

3 Engineers taking 4 Weeks

### What is the timeline if we ignore Engineering level requirements and hack it?

1 Engineer taking 3 Weeks

Hacking a project together is perfectly reasonable under certain conditions. Engineering level requirements can be overly expensive at times. It is recommended that we do not hack this project together though. This code will live on the public facing portion of the Groupon.com website. Reductions in load time, stability and usability will be highly visible and could cause consumer frustration. This frustration could decrease sales. Saving several weeks worth of resources, at the cost of reducing the sales conversion rate, does not seem like the appropriate trade off.

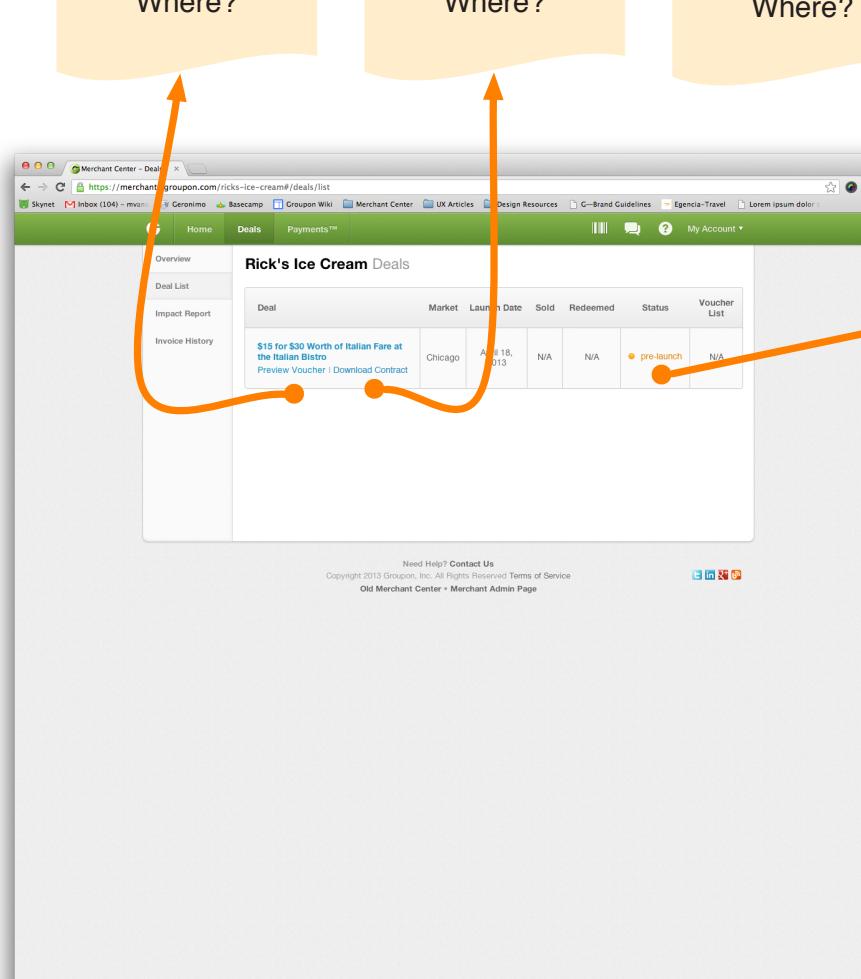
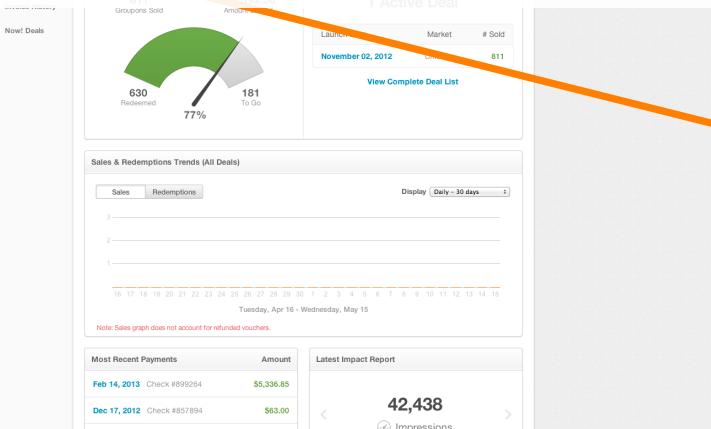


# Web

ROLE Engineering Manager

TECHNOLOGIES USED OmniGraffle

**SUMMARY** Led multi-systems integration between S3, PWA and MX teams.

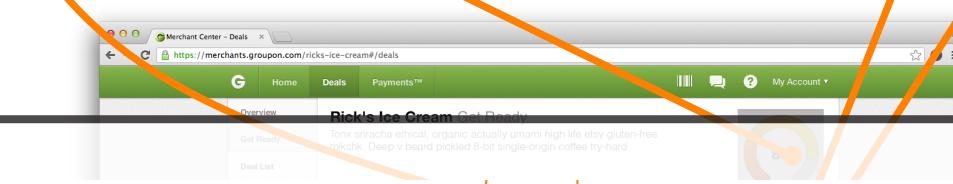
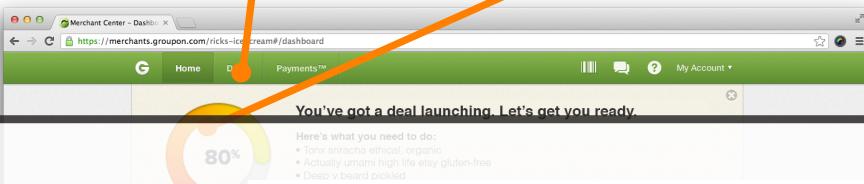


Update /deals to support S3

GET /v0/merchant/<:salesforceId>

```
{
  claimNumber:
  mainLocation:
}
```

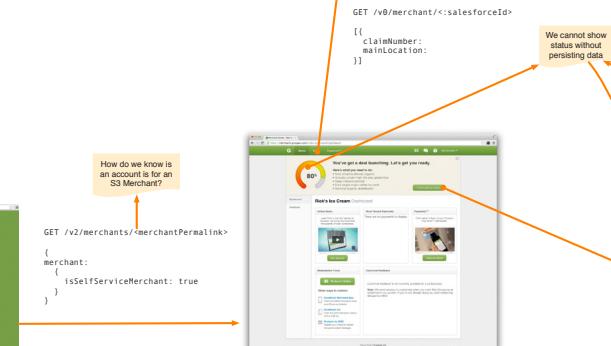
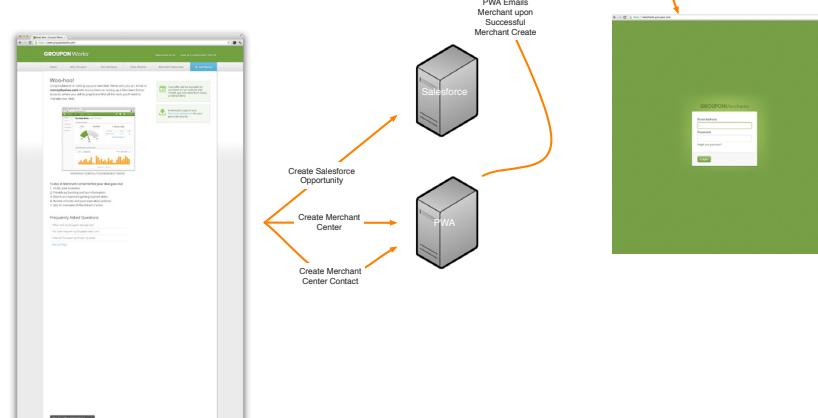
We cannot show status without persisting data



/v0/merchant\_claims/80dac5b44bcd11e2a14f
 {
 "id": "c17384264bcd11e2a9a7c82a14f",
 "status": "waiting\_for\_verification",
 "type": "phone\_call"
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/v0/merchant\_claims/80dac5b44bcd11e2a14f
 {
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 "status": "rejected",
 "type": "tin"
 }

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 "status": "successful",
 "type": "ach"
 }



```
[PUT]  /v0/merchant_claim_verifications/c17384264bcd11e2a9a7c82a14f/verify
BODY: verification_code=83620
RESPONSE:
{
  "status": "successful",
  "type": "phone_call"
}
```



[PUT]

BODY:

RESPONSE:

```
{
  "status": "successful",
  "type": "phone_call"
}
```

# Mobile

ROLE iOS Mobile Engineer

TECHNOLOGIES USED Xcode, iOS SDK, Objective-C

SUMMARY Programmed Groupon's Christmas holidays feature into iPhone app.

