



Calvin & Hobbes Superfan
Super Smash Bros Ninja
GTD Nut

Shaheen Ghiassy

As a software architect and staff engineer, I'm called on to be a leader who helps organizations set a technical vision, shape culture, empower engineers, and drive solutions to completion on consequential, complex projects. I combine my experiences as a start-up entrepreneur and corporate architect to stay self-directed and focused under ambiguity and to deliver enterprise scale at high velocity.

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(TOP 6% USER GLOBALLY)

US Road Trip Nov.2020 - Nov.2021/ish

- Decided life was too short and took a year off to road trip around the US
- Bought 2020 Mercedes Benz 4x4 Sprinter van and drove around the country

Staff Engineer Sept. 2019 - Nov. 2020, Groupon

- Oversaw 68 engineers across multiple countries for iOS and Android; responsible for mobile development vision
- Collaborated with directors, VPs and EMs to provide solutions to high-level business goals. Drove resulting projects to completion
- Chief mobile liaison to architects, designers, engineers and PMs across various organizations. Worked to break-down communication barriers and ensure all projects were moving forward with a unified cohesive strategy
- Identified and mentored future engineering leaders
- Created and led consortiums to drive consensus across all mobile engineers

Mobile Architect Feb. 2017 - Sept. 2019, Groupon

- Wrote Groupon's 5 year technical vision that served as the foundation for all new mobile development; crafted 93-page document that detailed a new model for mobile software engineering and addressed all aspects of development from coding, and design to CI, QA, and release strategies
- Led 23 engineers in refactoring the app based on 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)
 - **Extremely Tested:** 3419 data-driven-tests, 1440 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, time profiler, etc)

React Native Engineering Lead/Manager June. 2015 - Feb. 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 Sept. 2013 - June. 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 Nov. 2012 - Sept. 2013, Groupon

- Managed 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 May. 2012 - July. 2012, Groupon

- Solely developed and engineered iPhone application used by all Groupon Scheduler merchants
- Designed and constructed large, sophisticated UX Flows for mobile application
- Coded web applications using client-side MVC frameworks (Ember.js and Backbone.js)
- Programmed new features that spanned entire web stack (HTML->JS->PHP->MySQL)
- Implemented engagement analysis initiative
- Praised by fellow programmers for raising team's standards

Lead Frontend Web Engineer July. 2012 - Nov. 2012, Groupon

- Served as tech lead for all front-end web projects & initiatives
- Decision maker on architecture, technologies, and development timelines
- Led major refactor initiative; decoupled frontend from the backend while maintaining data integrity and uptime
- Oversaw progress, contributions, and code quality of individual developers

Tech Startup Founder Nov. 2013 - Oct. 2015, h34t

- Founded tech startup to organize people's locations into actionable cohort activities
- Full-stack developer. Developed backend on NodeJS (using Sails.js framework)
- Built production environment on AWS EC2 Servers (w/RDS & ElastiCache) using auto-scale groups for automatic server scaling
- Developer environment replicated production locally by using multiple Vagrant and multi-machine setup
- Full BDD test-suite covered mobile/api/servers/database on every CI job

Small Business Founder/Owner Feb. 2007 - Aug. 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 firing 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 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

Skills

MOBILE

- 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

DESIGN

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

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

BACK-END (NodeJS)

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

DEV OPS

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

LANGUAGES

- Swift
- JavaScript ES5/ES6
- Objective-C
- PHP
- Bash

SOFTWARE

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

UI / UX

- Storyboards
- Invision
- 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

Patents

- USPTO - [20180081693](#): System, apparatus, and method for monolithic app decomposition on embedded mobile devices
- EU - [EP3516503A2](#): Mobile Service Applications