

Globetrotter
Calvin & Hobbes fan
Super Smash Bros Ninia

Shaheen Ghiassy

I'm proud to have developed the skills of an engineer, designer, and entrepreneur over the years. As an engineer, I have years of experience delivering and maintaining large production systems and architectures. As a designer, I come with a full design portfolio and infuse design sensibilities into everything I do. And as an entrepreneur, I come with a proven track record of founding and selling companies to deliver high ROIs for my investors and my employees.

Programming is my true joy, and my abilities tackling engineering problems, designing solutions, and taking risks consistently demonstrate I am a key team player.

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Experience



Architect Jun. 2015 - Present, Groupon

- Personally recruited to be Architect for Groupon's next-gen mobile architecture platform; oversaw success from nascent skunkworks project to rollout to entire engineering org.
- · Took high-level business challenges and translated them into new code base and architecture.
- Led project of transitioning Groupon's existing iOS and Android apps into shared React-Native code base.
- · Created extensive engineering plans, including roadmaps, Gantt-charts, user stories, and UX breakdowns.
- Transitioned more than 80 mobile engineers over to new technology stack comprised that comprises React-Native, Atomise and JavaScript; served as technical liaison to all engineers as well as SVP team.
- Created first container-based programming framework for embedded mobile devices—resulting framework, Atomise, is currently patent pending and soon to be open-sourced.
- Programmed and open-sourced SGListView (MIT, 470+ GitHub Stars).



iOS Mobile Engineer Sept.2013 – Jun.2015, Groupon

- Earned 2016 Top-25 iOS Application in US by comScore; consistently 5-star ranking in the iOS App Store.
- Became 4th largest contributor to codebase.
- Developed components and architecture that are still widely used and enjoyed by ongoing team (soon to be open sourced).



Engineering Manager Nov.2012 - Sept.2013, Groupon

- Managed the most widely used and visible applications at Groupon (~30,000 users/week in 38 countries).
- Ensured coding best practices, uptime, and reliability for all services were maintained and provided engineering leadership on where and how to steer the code forward.
- Administered the entire technology stack; oversaw hardware infrastructure, network performance, application architecture, code quality, code reviews, UI experience, design aesthetics, QA verification, and deployment to production environments.
- Managed and led daily standups; directed weekly review meetings, which included iteration reviews, retrospectives, and sprint planning.
- Wore many hats: Engineering Manager, Project Manager, SCRUM Master, Programmer, and Fearless Leader.
- Worked with directors, executives, and stakeholders to define product vision and quarterly goals; colloborated across the organization to distill vision into tangible features, then into the engineering strategy, and finally to SCRUM work cards.
- Increased application's conversion rate by 62%, from 4.8M/gtr to 7.8M/gtr.

Shaheen work has been key for Rebel Monkey to become a real thing. His revolutionary ideas about SOA architecture applied to mobile apps combined with the power of React Native could be a huge turning point within mobile development at Groupon. He's definitely a Mobile Rockstar!"

Shaheen takes it as a personal mission to improve the quality and structure of our codebase and app. You can tell he cares about improving the design of our app moving forward. His work and continued efforts here are appreciated in speeding up development for the team."

for ways to make things work better, more efficiently and giving the tools to his employees in order that they can do the same."



Lead Frontend Engineer Nov.2012 - Sept.2013, Groupon

- Served as architect for all front-end projects and 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.

Fullstack Web Engineer May. 2012 – Jul. 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.is and Backbone.is).
- Programmed sophisticated new features that spanned entire web stack (HTML -> JS -> PHP -> MySQL).
- Implemented engagement analysis initiative.
- Praised by fellow programmers for raising team's standards.

Founder Jan. 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.
- Prosperously increased prices by 14% during the '09 downturn, after conducting a two-month research study on consumers' optimal price point (OPP)-price increase lead to 39% increase in company's gross profit margin.



Bachelor of Science in Economics, University of Oregon

Additional Work History Available on LinkedIn Linkedin.com/in/ShaheenGhiassy

Skills

MOBILE iOS Native Objective-C React-Native Xcode Cocoapods Ulkit Mapkit AFNetworking Corelocation **Push Notifications** DESIGN Adobe CS Photoshop Illustrator Indesign After Effects Acrobat

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) **LANGUAGES** 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

	Objective-C	
	PHP	
	Bash	
SOFTWARE		
	Jira	
	Phabricator	
	Reviewboard	
	Filemaker	
	Microsoft Office	
	Numbers	
	Google Docs	
	Quickbooks	
	Gnucash	
	Omnifocus	
	Omnigraffle	
	Textmate	

Autodesk Inventor

Javascript ES5

Javascript ES6

UI / UX Wireframes Omnigraffle Storyboards A/B Multi-Variate Testing Google Analytics Google Website Optimizer **Excel Statistical Analysis ONLINE MARKETING (SEM)** SE₀ PPC/CPC Social Media **Email Campaigns** E-Commerce Magento Yahoo Store

Performance Optimization

Google Base

Conferences

2016: O'Reilly Software Architecture • WWDC 2015: Big Nerd Ranch · CocoaConf 2014: WWDC • W3C Conf

Patents

(Patent Pending) System, apparatus, and method for monolithic app decomposition on embedded mobile devices