



Globetrotter
Calvin & Hobbes fan
Super Smash Bros Ninja
Inbox Zero nut

Shaheen Ghiassy

I'm proud to have a unique background that combines software engineering, graphic design, management and entrepreneurship. In my various roles, I've found myself regularly called upon to tackle large technical challenges, drive vision, take on risks, and build teams towards important organizational change. My love of coding drives me internally and I relish every opportunity to deep dive the deepest technical challenges.

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Experience

Mobile Architect Feb.2017 – Present, Groupon

- Responsible for crafting vision, launching initiatives and driving projects across all of mobile (iOS & Android).
- Work with Directors and VPs to address high-level business goals, translate them into projects, teams and ultimately code.
- Design and document infrastructure. Identify weaknesses, develop plans and specifications to drive initiatives.
- Drive cross-disciplinary teams towards shared awareness, experimentation, spec generation and organizational adoption.
- Oversee large engineering initiatives. Review project status, architecture, code quality and adherence to specifications.
- Identify and mentor junior engineers.

React Native Engineering Manager Jun.2015 – Feb.2017, Groupon

- Manager & Technical Lead for Groupon's next-gen React Native mobile architecture platform.
- Led multi-year initiative changing the foundation of Groupon's mobile platform; pitched VPs & Directors; presented to engineering org and lead the team responsible for the initial rollout.
- Created detailed engineering plans, including roadmaps, Gantt-charts, user stories, and UX breakdowns.
- Monitored code base and developer productivity; lead daily standups 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.

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

- Earned 2016 Top-25 iOS Application in US by comScore; consistent 5-star ranking in the iOS App Store.
- 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 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.
- 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.
- 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; collaborated 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/qtr to 7.8M/qtr.

“Shaheen's 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.”

“Shaheen is always looking 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 tech lead for all front-end 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.

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.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.

Founder & CEO 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 led 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/ShahenGhiassy](https://www.linkedin.com/in/ShahenGhiassy)

Skills

MOBILE

- iOS Native
- Objective-C
- React-Native
- Xcode
- Cocoapods
- UIKit
- Mapkit
- AFNetworking
- Core Location
- 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)

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

DEV OPS

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

LANGUAGES

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

SOFTWARE

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

UI / UX

- Wireframes
- Omnigraffle
- Storyboards
- A/B Multi-Variate Testing
- 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

Conferences

2017: WWDC
2016: O'Reilly Software Architecture • WWDC
2015: Big Nerd Ranch • CocoaConf
2014: WWDC • W3C Conf

Open-Source Libraries

- Atomise
- React-Native-SGListView
- StateKit

Patents

(patent-pending) System, apparatus, and method for monolithic app decomposition on embedded mobile devices.