



Calvin & Hobbes Superfan  
Super Smash Bros Ninja  
GTD Nut

# Shaheen Ghiassy

I lead engineering organizations by setting clear technical direction, strengthening execution, and aligning teams to deliver at scale. I pair deep architectural judgment with pragmatic leadership to stabilize complex programs and help teams consistently exceed expectations

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## Principal Engineer, Meta 2024 - Present

- Serve as the Principal Engineer across a 12-team, 125-engineer division focused on Horizon OS, powering social VR experiences, including coordinated group travel, messaging, calling, and avatars
- Advise VPs, Directors, and EMs on long-range strategy, staffing, execution risk, and technical direction for the organization's highest-visibility programs
- Lead 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
- Establish and lead the division-wide Better Engineering initiative, funding and delivering infrastructure, performance, and DevX upgrades across VR, iOS, Android, and React Native. The program contributes to a 21-basis-point Pulse improvement across 200+ engineers
- Strengthen organizational effectiveness by mentoring EMs and senior ICs, turning around underperforming workstreams (e.g., Group VR Travel), setting vision, detangling projects, instituting ownership models and rollup systems, and running weekly leadership retros that improve 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 [SGLListView](#) 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	WEB	BACK-END (NodeJS)	LANGUAGES	UI / UX
<ul style="list-style-type: none"><li>• iOS Native</li><li>• Swift</li><li>• Objective-C</li><li>• React-Native</li><li>• Xcode</li><li>• Cocoapods</li><li>• UIKit</li><li>• MapKit</li><li>• AFNetworking</li><li>• Core Location</li><li>• Push Notifications</li><li>• Xcode Instruments<ul style="list-style-type: none"><li>• Activity Monitor</li><li>• System Trace</li><li>• Time Profiler</li><li>• Leaks</li><li>• Zombies</li></ul></li></ul>	<ul style="list-style-type: none"><li>• HTML5</li><li>• CSS</li><li>• DOM</li><li>• JavaScript</li><li>• React.js</li><li>• JSX</li><li>• jQuery</li><li>• Canvas</li><li>• Backbone.js</li><li>• Underscore.js</li><li>• Ember.js</li><li>• Yeoman</li><li>• Grunt</li><li>• Bower</li><li>• Socket.io</li><li>• Locale</li><li>• RVM</li><li>• NVM</li><li>• Mustache</li><li>• Handlebars</li><li>• Mocha</li><li>• Webpack</li><li>• Babel</li></ul>	<ul style="list-style-type: none"><li>• NodeJS</li><li>• NPM</li><li>• MySQL</li><li>• Parse</li><li>• Express</li><li>• EJS</li><li>• Codeignitor</li><li>• Sails.js</li><li>• GraphQL</li></ul>	<ul style="list-style-type: none"><li>• Swift</li><li>• Kotlin</li><li>• JavaScript ES5/ES6</li><li>• Java</li><li>• Objective-C</li><li>• PHP / Hack</li><li>• Bash</li></ul>	<ul style="list-style-type: none"><li>• Storyboards</li><li>• Figma</li><li>• A/B Multi-Variate Testing</li><li>• Wireframes</li><li>• Omnipigraffle</li><li>• Google Analytics</li><li>• Google Website Optimizer</li><li>• Excel Statistical Analysis</li></ul>
Android		DEV OPS	SOFTWARE	ONLINE MARKETING (SEM)
<ul style="list-style-type: none"><li>• Java</li><li>• Kotlin</li><li>• Jetpack Compose</li><li>• Legacy XML Views</li><li>• StateFlow</li><li>• SharedFlow</li><li>• AIDL / IPC / Binder</li><li>• Gradle</li><li>• Android Studio</li><li>• Roboelectric</li><li>• Perfetto</li><li>• OkHTTP</li></ul>		<ul style="list-style-type: none"><li>• Ansible</li><li>• Amazon AWS</li><li>• Apache</li><li>• Buck</li><li>• Centos</li><li>• Ubuntu</li><li>• Mac / OSX (All)</li><li>• Windows (All)</li><li>• Git/Github</li><li>• Mercurial</li><li>• Gradle</li><li>• SSH</li><li>• Capistrano</li><li>• Vagrant</li></ul>	<ul style="list-style-type: none"><li>• Jira</li><li>• Phabricator</li><li>• Reviewboard</li><li>• Filemaker</li><li>• Microsoft Office</li><li>• Numbers</li><li>• Google Docs</li><li>• Quickbooks</li><li>• GnuCash</li><li>• Omnifocus</li><li>• Omnipigraffle</li><li>• Textmate</li></ul>	<ul style="list-style-type: none"><li>• SEO</li><li>• PPC/CPC</li><li>• Social Media</li><li>• Email Campaigns</li><li>• E-Commerce</li><li>• Magento</li><li>• Yahoo Store</li><li>• Performance Optimization</li><li>• Google Base</li></ul>
	DESIGN			
	<ul style="list-style-type: none"><li>• Adobe<ul style="list-style-type: none"><li>• Photoshop</li><li>• Illustrator</li><li>• Indesign</li></ul></li><li>• AutoDesk<ul style="list-style-type: none"><li>• 3DS Max</li><li>• Inventor</li></ul></li></ul>			