# Shaheen Ghiassy

As a Senior 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 complex, consequential projects. I combine my experience as a start-up entrepreneur and corporate architect to stay self-directed and focused under ambiguity and to deliver with high velocity at enterprise scale.

*Calvin & Hobbes* Superfan
*Super Smash Bros* Ninja
*GTD* Nut

📞 541.543.9912

✉ SHAHEEN.GHIASSY@GMAIL.COM

🌐 WWW.SHAHEENGHIASSY.COM

in LINKEDIN.COM/IN/SHAHEENGHIASSY

≋ STACKOVERFLOW.COM/USERS/1179897
(TOP 5% USER GLOBALLY)

## Senior Staff Engineer Jan. 2021 - Present, LinkedIn

- Served as principal mobile engineer for directors and their senior engineering managers, co-leading strategic planning, vision development, and personal management across a team of 100+ engineers.
- Managed LinkedIn's complete mobile infrastructure portfolio, crafting vision and oversight for 72 mobile code assets across iOS and Android, covering the entire breadth of the portfolio from design libraries to databases.
- Led large cross-organizational projects to deliver on high-visibility projects. Drove down ambiguity by constructing a clear vision and communicating a narrative that motivated engineers. Identified organizational resistance and developed novel technical strategies to unblock progress and meet the needs of external stakeholders.
- Architected software solutions for high-impact organization-level initiatives, collaborating with a diverse set of stakeholders to distill needs and wants into cohesive software plans. Delivered comprehensive plans encompassing process management, personnel allocation, project sequencing, technical documentation, and UX research.
- Actively contributed to talent development by preparing promotion packets for engineers, participating in hiring panels, and ensuring the advancement of high-potential individuals. Led group learning sessions to foster a culture of continuous learning.

  … and coded a lot.

## Road Trip Nov. 2020 - Jan. 2021

- Decided life was too short and took a year off to road-trip around the US #VanLife style.

## 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.
- Served as chief mobile liaison to architects, designers, engineers and PMs across various organizations. Worked to break down communication barriers and ensured all projects progressed 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 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).

## 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](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 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 May. 2012 - July. 2012, Groupon

- Solely developed and engineered iPhone application used by all Groupon Scheduler merchants.
- Designed and constructed 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 an engagement analysis initiative to identify user-intent and reduce conversion friction.
- Praised by fellow programmers for raising team's standards and morale.

## 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 <span>Feb. 2007 - Aug. 2011, Old Creek</span>

- 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

**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