Dominik Gruber

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Profile

Experienced technical engineering leader, specializing in iOS, Android, and web products. Defined and delivered multi-year projects across multiple teams. Cares about solid engineering principles and velocity.

Work Experience

04/2023 – 05/2024
San Francisco, CA

Senior Staff Software Engineer
Asana

I served as the Group Technical Lead of the Growth pillar (Nov 2023 – May 2024), which consisted of 10 teams with 65 engineers total.

- Accountable for the technical direction and execution of these teams. They owned the iOS and Android apps, new user activation across web and mobile, Asana's Communication platform, navigation, and the marketing website.
- Engineering lead from the R&D Org for supporting the Business Org in evaluating CDP (Customer Data Platform) vendors. Established stakeholder alignment for potential R&D use cases. Architected product data ingestion.
- Mentored the pillar's area and team technical leads.
- Regularly embedded on teams to contribute a significant amount of code.

Starting mid 2022, in addition to being Area Technical Lead (ATL) of the Mobile area (4 teams), I also provided technical leadership for other R&D areas.

- Mentored team TL in defining and delivering a 2-year plan for Asana's Communication platform (Asana inbox, email, push notifications).
- Evaluated iPaaS (Integration Platform as a Service) vendor relationship and implementation, and conducted cost-benefit analysis.
- Architecture for dynamic values in the web text editor and data model.

10/2020 – 03/2023
San Francisco, CA

Staff Software Engineer
Asana

In March 2020, I became Area Technical Lead (ATL) of the Mobile area (4 teams).

- Led the Mobile area's technical direction, coordinated technical decisions within and across areas, and cultivated technical mastery within the area.
- Created and led execution of an architectural strategy to improve engineering velocity (2-year project) by e.g., unifying architectures of the Android and iOS apps, establishing a mobile design system, and introducing code generation.
- Led a one-year project to improve the performance of the mobile apps. Reduced P95 time of critical user flows by up to 1.5s (70% improvement).
- Worked with other area leads to reorganize the teams. Drove changes to the operational engineering processes such as app releases and bug rotations.
- Mentored team TLs and senior ICs.

Work Experience

10/2018 – 09/2020
San Francisco, CA

Senior Software Engineer
Asana
As Technical Lead of the iOS team (Jan 2018 – Feb 2020), I was responsible for the team's engineering execution and the platform architecture.

- Proposed, designed, and implemented a new app architecture to improve testability. This architecture was later adopted by Asana's Android app.
- Improved CI infrastructure and tooling which reduced CI build times by 30%.
- Mentorship of other iOS engineers.

01/2017 – 09/2018
San Francisco, CA

Software Engineer
Asana
As an IC on the iOS team, I led and contributed to the delivery of a variety of critical projects, e.g., a full app redesign, offline mode with mutations, iPad UI, and launching Asana's new portfolios feature concurrently with the web app.

07/2015 – 12/2016
Dublin, Ireland

Software Engineer
Asana
Engineer on the iOS team, working remotely from Dublin, Ireland. Demonstrated strong communication and coordination skills to work effectively with the rest of the team based in San Francisco.

07/2012 – 10/2014
Vienna, Austria

Software Engineer
kurier.at
One of Austria's biggest media companies and home of KURIER, a daily newspaper.

- Technical and conceptual lead of the events.at relaunch team (one-year project). One month after the relaunch, PIs were up by 25% over the previous year.
- Part of the KURIER.at relaunch team. Implemented significant parts of the mobile web frontend and the REST API, created the new iPhone app, and supervised its Android port. Daily users of the iPhone app grew by 200%.

10/2011 – 06/2012
Vienna, Austria

Software Engineer
fresh concepts GmbH
- Ported the mobile web app of the event discovery service nachz.at to a native iOS app. Contributed to the new version of the nachz.at website and API.
- Created the iOS app Slow Food Guide 2012 for a local book publisher.

01/2010 – 09/2011
Vienna, Austria

Software Engineer
Entertainment Media GmbH
- Developed the iOS app for film.at, Austria's biggest cinema website. It reached place 1 on the App Store. Daily users of the service grew by 50% and views of the video inventory by 100%.
- Supervised the development of the film.at Android and Nokia Ovi app versions.
- Implemented a new mobile backend, and contributed to their web products.

Education

2012
Vienna, Austria

Software Engineering & Internet Computing | Master's Degree
Vienna University of Technology

2009
Hagenberg, Austria

Media Technology and Design | Bachelor's Degree
University of Applied Sciences Upper Austria, Hagenberg Campus