Meet Yashar Asheri!

Front-End Developer, Groundhog

Coming from an artistic family, Yashar has always been interested in art and being creative, as well as computers and emerging technologies. He decided to combine his interests and enrolled in the graphic design program at NSCC, and now, Yashar works as a front-end developer at GroundHog.

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Both of my parents are creative – my father's a film director and my mother's a set designer, that's how they met. My parents have been the main influences in my career, and they are also my biggest supporters through this journey.

Looking back at my time in high school, I was a person who was passionate about drawing and art. Like most students, the thought of my future job never left my mind. I was trying to think about doing something serious. So when it came down to making a decision, the most practical application of art was graphic design because it was learning about technology and art simultaneously.

I took the graphic design program at NSCC, and

at the time I thought that committing to a two-year program might be a little less risky. I still loved art, but I didn't know if I was ready to spend four years of my life to get a university degree because I didn't know if it was the right career for me yet.

Currently, I work as a Front-End Developer at GroundHog. For me, this is a great application of my both creative skills and my logical programming experience, so it's a blend of my passions.

GroundHog, is a blockchain company building subscription payments on blockchain. I believe that blockchain is the next wave of big technology. It's akin to the internet, as the way internet can connect all of us together. The internet has a giant wealth of information, and a blockchain does something similar for our society.

When I started at GroundHog, they were the only blockchain company that I knew of in Halifax, but over the years a few more have opened. We are a start-up, and because of that we go through

many ups and downs. There are only four employees at GroundHog but we are a big family that helps each other every day.

If you don't know much about blockchain yet, the main advantage of the technology is that it's more secure, but new technologies are generally hard for people to trust, and this paradox can't really be avoided. I definitely see blockchain as a technology of the future.

For people getting into the tech field, I'm sure that IT will always be in demand. There is always a need for programmers, UX and graphic designers, and I see that the security industry in Nova Scotia is starting to bloom. Everyone can find their own place in the local tech sector. If you are curious about IT, just simply start learning about it – there are so many amazing resources online!

About GroundHog
GroundHog is a crypto-native, fintech company based in Halifax, Nova Scotia. The company builds a suite a tools powering the crypto subscription economy. Groundhog is a spin-out of BlockCrushr Labs, an internationally award-winning blockchain development studio. You'll be surrounded by a world class mindset every day. Groundhog is a TechStars company and a ConsenSys Ventures Tachyon company.

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