

Aayush Goel

+91 9211539969 — aayushgoel683@outlook.com

linkedin.com/in/goel-aayush | aayush-683.github.io | github.com/Aayush-683

Full-Stack Developer & Automation Engineer with 3+ years of experience designing scalable systems, chat-based workflows, and automation pipelines. Expert in integrating Meta's WhatsApp APIs, n8n, and PostgreSQL to deliver intelligent automation. Proven track record in full-stack architecture, data-driven dashboards, and workflow intelligence.

EDUCATION

Symbiosis Institute of Computer Studies and Research (SICSR)

Bachelor of Computer Applications, Honours in Data Security

Pune, MH

Aug 2022 – May 2025

TECHNICAL SKILLS

Languages: JavaScript/TypeScript, Python, SQL, Java, HTML/CSS

Frameworks: Node.js/Express, React, Next.js, Tailwind, Flask

Automation & APIs: WhatsApp Cloud API, WhatsApp Flows, n8n, REST APIs, Webhooks

Tools & Platforms: Docker, Git, Linux VPS, Apache Superset, MeiliSearch, Sequelize ORM

Databases: PostgreSQL, MySQL, Redis

EXPERIENCE

Multiply Tech India Pvt. Ltd.

Jan 2025 – Present

Full-Stack Developer

Noida, UP

- **Architected and deployed** a full-stack WhatsApp automation platform using **Meta's Cloud APIs**, streamlining onboarding, orders, and engagement for **1000+ retailers**.
- **Implemented intelligent workflows** with **n8n**, automating 10+ daily processes including order confirmations, cashback updates, and notifications.
- **Integrated a vector-based intent classifier** enabling context-aware replies and AI-driven chat flow decisions.
- **Designed and scaled a dynamic Rule Engine** for pricing, takerates, and cashback—reducing manual configuration by **60%**.
- **Optimized backend performance** through query refactors, caching, and load balancing—improving average API latency by **40%**.
- **Built dashboards** in **Next.js** and **Superset** for analytics, engagement insights, and real-time process monitoring.
- **Integrated MeiliSearch** for instant product and retailer search, improving query speed from **1.8s to under 300ms**.
- **Collaborated cross-functionally** with product and ops teams to translate workflows into scalable automation logic, cutting manual interventions by **70%**.

SoloNodes.net

May 2020 – Jul 2022

Software Developer (Contractual)

Remote

- **Developed full-stack dashboards and automation tools** powering hosting operations and analytics for **10K+ users**.
- **Built admin portals** integrating payments, client management, and deployment automation—reducing support time by **40%**.
- **Automated VPS provisioning and monitoring** using REST APIs and shell scripts, achieving **99.8% uptime**.
- **Deployed and secured Linux VPS clusters** using Docker and Nginx with continuous backup and alerting pipelines.

PROJECTS

WA Bulk Messenger (Node.js, React, PostgreSQL) — Bulk WhatsApp messaging platform with campaign scheduling and API delivery optimization.

Keycloak-Express (Express, Keycloak, JWT) — Centralized authentication gateway implementing SSO and secure API access.

TravelEase (Flask, AI, REST APIs) — AI-powered travel planner generating smart itineraries and integrated bookings.

CERTIFICATIONS & ACHIEVEMENTS

1st Place — SICSR Hackathon (Dec 2024): Built a full-stack automation prototype integrating AI workflows.

INTERESTS

Automation, backend architecture, full-stack systems, WhatsApp integrations, workflow intelligence, scalable infrastructure