

Aayush Goel

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Backend & Automation Systems Engineer with 3+ years of experience designing, building, and operating workflow-driven platforms at scale. Specialized in WhatsApp-based automation, backend decision systems, and orchestration pipelines powering commerce and operations for 1000+ retailers. Strong focus on reliability, performance optimization, and replacing manual business processes through intelligent automation, with hands-on frontend experience in Next.js for internal and product-facing dashboards.

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

Backend & APIs: Node.js, JavaScript/TypeScript, REST APIs, Webhooks, Authentication, Rate Limiting

Automation & Platforms: WhatsApp Cloud API, WhatsApp Flows, n8n, Workflow Orchestration, Event-driven Systems

Databases & Search: PostgreSQL, Redis, MeiliSearch, Query Optimization, Indexing

Frontend: Next.js, React, Tailwind CSS

Infra & DevOps: Docker, Linux VPS, Nginx, Git

AI & Tooling: Intent Classification, GitHub Copilot, AI-assisted Development

EXPERIENCE

Multiply Tech India Pvt. Ltd.

Jan 2025 – Present

Backend & Automation Systems Engineer

Noida, UP

- **Architected and owned** a WhatsApp-based automation platform using Meta Cloud APIs, handling onboarding, ordering, and engagement workflows for **1000+ retailers**.
- **Designed orchestration pipelines** with **n8n** to automate order confirmations, cashback updates, notifications, and retries across **10+ workflows**.
- **Built a configurable Rule Engine** for pricing, takerates, and cashback logic, reducing manual configuration effort by **60%** and enabling faster business rollouts.
- **Implemented intent-aware chat decisioning** using vector-based classification to drive context-aware replies and dynamic flow routing.
- **Optimized backend performance** through query refactors, caching, and load distribution, improving average API latency by **40%**.
- **Developed frontend dashboards** in **Next.js** alongside Superset to act as control planes for analytics, automation health, engagement metrics, and real-time system monitoring.
- **Integrated MeiliSearch** for instant product and retailer lookups, reducing search latency from **1.8s to under 300ms**.

SoloNodes.net

May 2020 – Jul 2022

Software Developer (Contractual)

Remote

- **Built backend-driven dashboards and automation tools** supporting hosting operations and analytics for **10K+** users.
- **Automated VPS provisioning, monitoring, and alerting** using REST APIs and shell scripts, achieving **99.8% uptime**.
- **Deployed and secured Linux infrastructure** using Docker and Nginx with backup and recovery pipelines.

PROJECTS

WA Bulk Messenger — WhatsApp campaign automation system with scheduling, rate limiting, delivery optimization, and API throughput controls (Node.js, PostgreSQL).

TravelEase — AI-assisted backend service for itinerary generation and third-party booking integrations (Flask, REST APIs).

SYSTEMS FOCUS

Backend systems, automation platforms, workflow orchestration, scalable infrastructure