ASHRIS CHOUDHURY

AI Frontend Engineer | Founder, India in Pixels (630K+ on YT)

✉ hello@iashris.com   📞 +91-9937157671   🔗 iashris.com   ⌂ github.com/iashris

SUMMARY

Senior AI Frontend Engineer with 6+ years building production LLM applications reaching 50M+ users. Proven track record scaling AI-powered SaaS to $35k ARR and leading technical teams. Expert in RAG systems, vector search, and React ecosystem. Recognized creator with 630K+ YouTube subscribers and TEDx speaker.

PROFESSIONAL EXPERIENCE

Founder & AI Frontend Engineer, *iipmaps.com*   Jul 2022 – Present | Bangalore, India
- Architected AI-powered map visualization SaaS with 22k+ MAU using GPT-4 and Firebase Vector Search
- Implemented RAG-powered semantic search delivering sub-200ms insights, now powering Coca-Cola India's regional dashboards.
- Built drag-and-drop CSV-to-map pipeline with automated data cleaning and anomaly detection
- Achieved ₹30L (≈ US $35 k) revenue with Coca-Cola India enterprise license

Frontend Engineer, *Quilt*   Nov 2023 – Apr 2025 | Remote (USA)
- Built AI-powered RFP tool helping enterprises auto-fill questionnaires using RAG-based knowledge retrieval
- Architected and implemented complete integrations layer for Google Drive, Notion, and Confluence
- Developed the core AI chat interface using React/TypeScript with real-time streaming responses
- Implemented collaborative commenting system with version history tracking across documents
- Built Python backend services for BigQuery data pipelines and Google Cloud cron jobs
- Created Firebase Functions for document processing and vector embedding generation

Senior Software Engineer, *HeadsUp*   Jul 2021 – Jul 2023 | Remote (USA)
- Developed ML-powered Chrome extension analyzing customer behavior, securing $143K Contentful deal
- Migrated legacy React codebase to Next.js 13 with GraphQL, improving TTI by 28%
- Built real-time data pipeline integrating Salesforce, HubSpot, Intercom APIs with predictive churn models
- Implemented A/B testing framework that increased user engagement by 3%

Senior Software Engineer, *BharatPe*   Apr 2020 – Jul 2021 | Bangalore, India
- Spearheaded Android app rewrite in Kotlin for fleet tracking, enabling ₹27K daily operational savings
- Built geospatial visualization dashboard with React and MapBox processing 100K+ daily transactions
- Reduced app crash rate by 30% through comprehensive testing and Sentry monitoring
- Led 4-person team during critical growth phase contributing to 10x valuation increase to $2B

Full Stack Developer, *Qwilr*   Jul 2019 – Mar 2020 | Remote (Australia)
- Developed drag-and-drop document editor features using React and TypeScript with TDD approach
- Implemented Elasticsearch-powered search across 50K+ documents with sub-second response times

EDUCATION

Visiting Researcher, *MIT Media Lab*   Aug 2017 – May 2018
                                                            Cambridge, Massachusetts (USA)

Mixed Reality & Human-Computer Interaction Research | Pivoted to AI engineering

Bachelor of Architecture (Hons), *IIT Kharagpur*   2012 – 2017 | West Bengal (India)
Artificial Intelligence | Data Structures | HCI Research

TECHNICAL SKILLS

Frontend — React, Next.js, TypeScript, Tailwind CSS, Ant Design, D3.js, Three.js, Redux, Jest

AI/ML — OpenAI, Anthropic Claude, LangChain, Microsoft Autogen, RAG Systems, Vector Search (Pinecone, HNSW)

Backend — Node.js, Python, Firebase Functions, Google Cloud Functions, GraphQL, REST APIs, Selenium

Data/Cloud — PostgreSQL, MongoDB, BigQuery, Redis, Firebase Vector Store, AWS, Vercel, Netlify, Jenkins, Docker

RECOGNITION

TEDx Speaker, *IIM Calcutta*   2023
Telling India's Story One Map at a Time

Featured: News 18, Hindustan Times, Mid-Day, OdishaTV   2022
News articles and interviews featuring India in Pixels work

Awards: Kantar Information is Beautiful Awards   2019
(2018, 2019)

FEATURED AI PROJECTS

India in Pixels, *Creator & Instructor*   2019 – Present
- **Scaled "India in Pixels" to 630 k+ subscribers and 50 M+ views**, placing in India's top 1 % of ed-tech genre.
- **Authored 300+ interactive visualizations** in D3.js & Python, one retweeted by Prime Minister Narendra Modi.
- **Shipped a RAG-powered semantic explorer** (OpenAI + Firebase Vector Search) that delivers sub-200 ms answers across 30 k-row cultural datasets.
- **Built zero-touch ETL pipeline** processing 30K+ cultural datasets with 95% accuracy, auto-generating shareable infographics that achieved 50M+ views
- **Exposed the pipeline via REST APIs**, now powering Coca-Cola India's regional dashboards.

Shruti - AI Memory Archive for Endangered Indian Languages   2025
- Developed collaborative platform for preserving endangered Indian languages' lullabies and songs
- Implemented AI-powered audio transcription and automatic metadata generation
- Built entirely using Claude Code for rapid prototyping and deployment
- Used vector embeddings for semantic search across multilingual audio content

AI Talk to Your Clone   2023
- Built conversational AI system allowing users to chat with their past self using Facebook Messenger data
- Implemented with LangChain and HNSW vector database in early adoption, later migrated to Pinecone
- Created YouTube tutorial demonstrating personal AI clone creation with custom embeddings
- Achieved viral reach showcasing practical applications of conversational AI