

YASHRAJ JOSHI

AI Engineer | Full-Stack Developer | SEO Specialist

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SUMMARY

AI/ML engineer and full-stack developer with 2.5+ years of experience delivering cloud-native, data-driven products. Built Shopify e-commerce, IoT sensor data pipelines, and generative-AI content workflows. Hands-on with Python ML (TensorFlow, Keras, scikit-learn), React/Node, and GCP/AWS. Focus on measurable outcomes: automation, analytics, and SEO-driven growth.

SKILLS

Programming: Python; JavaScript; TypeScript; R

ML/AI: TensorFlow; Keras; scikit-learn; Pandas

Frameworks: React; Node.js; Express; LoopBack4; gRPC; REST APIs

Cloud/DevOps: GCP; AWS; Docker; Git; Google Workspace; GA4

Data/BI: Power BI; Tableau; PostgreSQL; MongoDB; MySQL

IoT/E-commerce: MQTT; ESP32; Shopify (theme customization, SEO)

EXPERIENCE

Technology Lead - Kaffa Kuwwa Innovations | Mar 2024 - Feb 2025

- Launched Shopify storefront with theme customization, payments, and technical SEO; increased organic traffic by 45%.
- Automated order fulfillment and reporting on GCP; reduced manual effort and improved data accuracy.
- Managed Google Workspace administration and cafe-partner onboarding across 25+ locations.
- Produced 100+ AI-generated marketing assets (copy and visuals) to support product launches.
- Set up GA4 tracking and dashboards for funnel metrics and campaign ROI.

Data Scientist and Full-Stack Developer - Unanimous Technologies | Dec 2022 - Dec 2023

- Built React front-ends and Express/LoopBack4 back-ends; implemented gRPC for scalable services on GCP/AWS.
- Developed MQTT + ESP32 ingestion for real-time sensor data; delivered interactive monitoring dashboards.
- Created Python/Pandas ETL and baseline ML components for analytics and forecasting.
- Containerized services with Docker; improved deployment reliability and developer onboarding.

EDUCATION

B.C.A., Computer Science - Jai Narain Vyas University (2023)

CERTIFICATIONS

AI/ML Diploma - Aptech Learning (2024)

Fundamentals of Digital Marketing - Google (Digital Garage) (2024)

Generative AI for Engineers - Outskill (2025)

Introduction to Artificial Intelligence (15-day program; Ranked 1st) - Government of Rajasthan (Jul 1 - Jul 21)

LANGUAGES

Hindi (Native); English (Fluent); Bengali (Fluent)