

Contact

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www.linkedin.com/in/tusharlaad2002 (LinkedIn)

Top Skills

Natural Language Processing (NLP)

Computer Vision

Data Engineering

Languages

English (Full Professional)

Hindi (Native or Bilingual)

Tushar Laad

Founding Software Engineer (Data) @ Appsatile Pm Ltd
Newcastle Upon Tyne, England, United Kingdom

Summary

Specialization in Data Engineering with all-round knowledge in Data Science, Data Mining, ETL Development, Information Security, Cryptography, API Development, Cloud Computing, Database Modelling, Mobile App Development and Web App Development

- Languages: Python, PHP, HTML, CSS, Javascript, Java, SQL, Dart
- Tools, Frameworks, Libraries and IDE: Pandas, Selenium, BeautifulSoup, FastAPI, REST API, Google Data Studio, Google Looker Studio, PySpark, Azure Databricks, WordPress, Drupal, GIT, Azure Data Studio, SQL Server, AWS, EC2, GCP, Alexa VUI, SQL Alchemy, Regex, JSON, Jquery, Android Studio, Flutter, Nginx, Docker, KeyBert, React, Firebase, Node.js
- Skills: Data Mining, Data Scraping, Data Analytics, Data Science, API Development, Website Development and Speed Optimization, Linux Shell Scripting, Debugging, Browser Automation, Mobile App Development, DevOps, Containerization, Web App Development

Experience

Appsatile Ltd

Founding Software Engineer (Data)

June 2024 - Present (1 year 8 months)

Gateshead, England, United Kingdom

System Architecture & Design

- > Architected the Business Operating System (BOS), decoupling navigation from logic to prevent "page sprawl" in enterprise apps.
- > Designed a 7-layer composable data architecture enabling seamless cross-app interoperability.
- > Defined the Studio Composition Workflow, a governed no-code pipeline translating intent to software via Structure, Data, UI, and Behavior layers.
- > Authored the canonical System Architecture spec, synthesizing 10k+ lines of concepts into formal PlantUML diagrams.
- > Standardized platform ubiquitous language, resolving conceptual ambiguity across product and engineering teams.

Backend & Data Engineering

- > 0→1 ownership: drove roadmap via customer interviews, PRDs, and architectural teardowns of Odoo/ERPNext.
- > Designed a decoupled ERP with Frappe backend and custom React frontend, exposing versioned REST APIs.
- > Modelled tenant-safe custom fields (EAV) with standardized permissioning (Role/User).
- > Consolidated legacy systems into a unified platform via complex migration scripts.
- > Built end-to-end ETL pipelines from web scraping to BI reporting.
- > Maintained legacy systems, resolving edge cases with safe replays and admin tools.

Platform & Reliability

- > Established DevOps foundations: K8s, Helm, CI/CD, and autoscaling.
- > Implemented deep observability with structured logs, tracing, SLOs, and audit trails.
- > Operated 24/7 critical file processing with failover and remediation plans.

Documentation & Leadership

- > Led engineering team (5 devs), setting standards for code review, testing, and API contracts.
- > Established company-wide documentation (ADRs, runbooks) and versioned API guidelines.

Cantos Cautivos

Full-stack Developer (PHP)

June 2024 - August 2024 (3 months)

London Area, United Kingdom

- > Built SEO-focused, PHP website with SQL backend while improving site accessibility for a wider audience

Hexitis Lab Limited

Data Scientist

April 2024 - June 2024 (3 months)

Newcastle Upon Tyne, England, United Kingdom

Played a key role in integrating Generative AI and advanced data engineering into the "HexitisPro" scientific platform, bridging the gap between cosmetic science and software engineering.

Key Achievements:

- > AI & NLP Integration: Developed an automated ingredient analysis system using OpenAI's GPT-4o API and SpaCy to perform sentiment analysis and trend forecasting on complex chemical datasets.
- > Data Engineering at Scale: Architected scraping pipelines using Python and Pandas to aggregate over 30,000 regulatory data points from European Commission databases, creating a proprietary internal dataset for safety compliance.
- > Computer Vision: Prototyped "Faceskin," a feature leveraging GPT-4 Vision to analyze user-uploaded images for personalized skincare recommendations.
- > Full Stack & MLOps: Did not stop at analysis; handled the end-to-end deployment of ML models using FastAPI and Docker, and built interactive frontend visualizations for chemical structures using React, Three.js, and Kekule.js.

OceanFrogs

1 year 7 months

Data Engineer

September 2023 - October 2023 (2 months)

Newcastle-upon-Tyne, England, United Kingdom

- Owner for Data Enrichment API product built with FastAPI, NginX, MSSQL and Docker, deployed on AWS EC2
- Maintaining ETL Data pipelines responsible for business intelligence data enrichment

Data Engineer & Web Developer

July 2022 - August 2023 (1 year 2 months)

Pune, Maharashtra, India

- Developed and maintained ETL data pipelines using Python with libraries like Selenium, Pandas, and Beautiful Soup on EC2 virtual machines, resulting in improved data processing and management in the business intelligence domain.
- Implemented a machine learning-based keyword extraction engine using NLP that increased tagging efficiency by 80%, enabling faster and more accurate data analysis and insights.
- Migrated technographics labeling from SQL to Python(Regex), resulting in a 400% reduction in processing time and a 50% increase in accuracy, leading to improved data quality and reduced costs.

- Designed and deployed REST APIs using Docker, FastAPI, and NGINX on EC2 for internal usage, resulting in a 60% increase in data enrichment and better efficiency in handling data requests.
- Instrumental in launching Team Maps Business Intelligence by setting up Data pipelines.
- Developed a priority order stored procedure for rearranging data on the platform based on data enrichment, increasing client interaction by 20% and improving the user experience.
- Generated data visualizations and reports using Google Looker Studio and Data Studio, enabling effective communication of data insights and trends to stakeholders.
- Developed scripts for an inbound lead qualifier product, automating the lead qualification process and reducing manual effort.
- Overhauled the website deployment process, resulting in an 80% reduction in deployment time, and improved website availability and reliability.
- Delivered AppSmith applications for internal usage, decreasing developer dependency for Data availability.
- Worked on PHP and WordPress website development, implementing new features and functionalities based on client requirements.
- Optimized website speed using CDN, cache, and other techniques, leading to faster loading times and better user experience.

Wordpress & PHP Intern

April 2022 - June 2022 (3 months)

Pune, Maharashtra, India

-> Managing WordPress Site

-> Brought Website Speed Score from D to A

-> PHP Development on-site dynamic pages

-> Deploying whole website from development environment to production environment with Git & Github

-> Solving bugs and errors on website

-> Speeding up the website for a good end user experience

-> Following good website practices for better SEO & Performance

Build My Site

CEO & Founder

March 2020 - March 2023 (3 years 1 month)

India

-> Head Developer and Director at BuildMySite.in

-> Facilitating and Creating WordPress Websites for Clients

-> Built and Managed Websites For Clients Using WordPress CMS

- > Websites built: BuildMySite.in DesignsByNimantran.in , CAvpa.in , VailPerfumes.com , SplendorSmiles.com & more
- > Proprietary Hybrid Web View Application from scratch on Flutter. Play Store link - <https://play.google.com/store/apps/details?id=com.bms.buildmysite>

Symbiosis Institute of Computer Studies and Research
Vice President BCA - Student Council
September 2021 - September 2022 (1 year 1 month)
Pune, Maharashtra, India

- > Managed, Organized & Facilitated college events.
- > Managed student issues and kept meetings on important issues.

Poems India
Community Manager & City Representative
December 2018 - June 2022 (3 years 7 months)
Pune, Maharashtra, India

- > Supervising all India city teams and events for the organization
- > Representing Poems India in Pune and organizing their Events
- > Laying out guidelines for Poems India's events all over India

Freelance
Hindi Content Writer, Poet, Storyteller & Performer
January 2018 - June 2022 (4 years 6 months)
India

- > Wrote articles, poems, stories for independent clients.
- > Performed as a storyteller & poet over different stages in Pune and Mumbai
- > Received News coverage for organizing open mics all over Pune

Youth India Foundation
Human Resources Positions
August 2020 - September 2021 (1 year 2 months)
Pune, Maharashtra, India

- > Managed personnel in various departments in the organization.
- > Organized events for the organization.

Snabay Networking
Content Writer
October 2020 - December 2020 (3 months)
Delhi, India

Hindi Content Writer

- > Wrote relevant blogs for company website in Hindi
 - > Wrote blogs with minimal plagiarism.
 - > Published blogs on WordPress website
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Education

Newcastle University

MSc Advanced Computer Science, Computer Science · (September 2023 - August 2024)

Symbiosis Institute of Computer Studies and Research

Bachelor of Computer Application - BCA, Computer Science · (June 2020 - June 2023)

Vikhe Patil Memorial School

A Levels, Business/Commerce · (April 2018 - April 2020)

Lokseva e School and Jr. College

High School · (April 2016 - April 2018)

The Shishukunj International School, Indore Official

Junior School, 8th Class · (April 2005 - April 2016)