VATSAL TRIVEDI

Full Spectrum Engineer | Integration Specialist | UI/UX Enthusiast

📍 Bengaluru, India IN   ✉ trivedivatsal005@gmail.com   🌐 https://vatsal.xyz

 Github trivedi-vatsal   🔗 LinkedIn trivedi-vatsal   Bē Behance trivedivatsal   🏀 Dribbble trivedivatsal   DEV Dev.to trivedivatsal

👤 ABOUT

With over 8 years of experience building innovative web applications and scalable SaaS platforms, I specialize in solving complex integration challenges and crafting data-driven solutions. My expertise spans modern full-stack development, AI integration, and data visualization. I bring a design-focused mindset with strong UI/UX sensibilities and a stack-agnostic approach, ensuring each solution is both technically robust and user-centered.

🏫 EDUCATION

2014
2018

Birla Vishvakarma Mahavidyalaya Engineering College, Vallabh Vidyanagar
🌐 https://bvmengineering.ac.in/
🎓 Bachelor of Engineering

Computer Engineering

💼 WORK EXPERIENCE

AI Platform for Pharma   Bengaluru, India

AI platform streamlining content generation, research, analytics, and engagement for the pharmaceutical industry.

May 2025 – Present

Principal Engineer

Leading the development of an AI-powered platform that transforms pharmaceutical content creation and workflow automation. The system integrates generative AI with enterprise CRM systems, enabling compliant content generation while streamlining regulatory processes across the pharmaceutical lifecycle.

Highlights

◁ Architecting an AI Content Wizard integrated with Veeva CRM for end-to-end pharmaceutical workflow automation and brand-compliant content creation.

◁ Implementing automated content generation and repurposing pipelines that reduce production timelines while ensuring regulatory compliance.

◁ Establishing cross-functional engineering best practices and centralized content lifecycle management covering creation, approval, and distribution.

Comviva   Bengaluru, India

MobiLytix™ Rewards & MobiLytix™ Digital Marketing Product
🌐 https://www.comviva.com/products-solutions/martech/cvm/mobilytix-rewards/
December 2021 – March 2025

Technical Lead

MobiLytix™ Rewards is a next-generation engagement marketing solution designed to power loyalty programs and promotional campaigns across industries.

Highlights

◁ Leading the modernization of the MR platform into a cloud-agnostic SaaS product with AI/ML integration.

◁ Driving architecture and feature development using TypeScript, React, FeatherJS, Delta Lake, Postgres, and vector databases.

◁ Delivering major improvements in scalability, performance, and user engagement through data-driven personalization.

Comviva   Bengaluru, India

MobiLytix™ Digital Marketing Product
🌐 https://www.comviva.com/products-solutions/martech/cvm/mobilytix-digital-marketing/
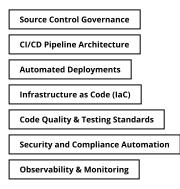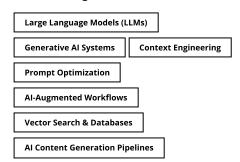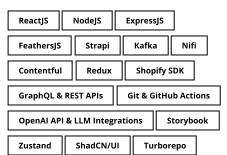
☰ SKILLS

Platform Engineering & DevOps

Source Control Governance

CI/CD Pipeline Architecture

Automated Deployments

Infrastructure as Code (IaC)

Code Quality & Testing Standards

Security and Compliance Automation

Observability & Monitoring

Artificial Intelligence

Large Language Models (LLMs)

Generative AI Systems   Context Engineering

Prompt Optimization

AI-Augmented Workflows

Vector Search & Databases

AI Content Generation Pipelines

Programming Languages

JavaScript   TypeScript   Python   SQL

Go   HTML5   CSS3

Frameworks & Tools

ReactJS   NodeJS   ExpressJS

FeathersJS   Strapi   Kafka   Nifi

Contentful   Redux   Shopify SDK

GraphQL & REST APIs   Git & GitHub Actions

OpenAI API & LLM Integrations   Storybook

Zustand   ShadCN/UI   Turborepo

June 2020 – November 2021

Senior Engineer
Contributed to the development of an omni-channel marketing automation platform designed to help enterprises engage customers across digital touchpoints.

Highlights

◄ Delivered 14+ integrations including Shopify Public App, Seatgeek, HubSpot, AWS QuickSight, GoodData, Matomo, WooCommerce, WordPress, Batch Push, and Unlayer Editor.

◄ Implemented ML-driven insights using Google BigQuery and GoodData for personalized campaign optimization.

◄ Enhanced performance through query optimization, caching, and CDN strategies.

◄ Addressed complex integration challenges related to scalability, data security, and performance optimization.

Tata Consultancy Services (TCS)   Gandhinagar, India
Worked in the Lifesciences domain, delivering digital transformation solutions for global clients.
🌐 https://www.tcs.com/what-we-do/industries/life-sciences/solution/tcs-lifesciences-interactive
September 2018 – May 2020

Assistant System Engineer

Highlights

◄ Developed and delivered full-stack applications using ReactJS, Angular, NodeJS, and ExpressJS.

◄ Enabled business collaboration using Microsoft 365 suite including SharePoint, Teams, Power Automate, and Power BI.

◄ Implemented GA360-based analytics solutions using Google Analytics, Tag Manager, and Data Studio.

◄ Contributed to scalable, data-driven decision-making through end-to-end digital solutions.

👥 VOLUNTEER

Google Developer Groups Ahmedabad
🌐 https://devfest.gdgahmedabad.com/
September 2018 – Present

Creative Designer
Lead the design team for the GDG Ahmedabad chapter, creating event visuals, branding assets, and social media graphics for community events.

GirlScript
🌐 https://gssoc.girlscript.tech/
February 2020 – May 2020

GirlScript Summer of Code 2020 Mentor
Mentored open-source contributors during the GirlScript Summer of Code 2020 program, guiding them in project architecture, code reviews, and development best practices.

Databases

| PostgreSQL | MongoDB | BigQuery |
| Redis | Cassandra | IndexedDB |

Data Visualization & Analytics

| Google Data Studio | Power BI |
| AWS QuickSight | Metabase | GoodData |

Design & Prototyping Tools

| Figma | CorelDRAW |
| Affinity Designer Suite | Procreate |