

Aayush Goel

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Engineering Lead with **3+ years** building and owning backend systems across a production distributed platform – microservices, AI pipelines, third-party integrations, and async infrastructure. Shipped features end-to-end across **Node.js**, **PostgreSQL**, **GraphQL**, and **LangGraph**, and led a cross-functional team while staying hands-on with code. Comfortable owning hard problems across the full backend stack – from system design to production debugging.

EDUCATION

Symbiosis Institute of Computer Studies and Research (SICSR)

Bachelor of Computer Applications, Honours in Data Security — Pune, MH

CGPA: 8.61

Aug 2022 – May 2025

SKILLS

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

Databases, Search & Infra: PostgreSQL, Sequelize, Redis, Elasticsearch, MeiliSearch, Pinecone, Docker, Kubernetes, ArgoCD, BullMQ, Nginx, Linux, Git, Prometheus, Grafana, Puppeteer

Integrations & Automation: WhatsApp Cloud API, WhatsApp Flows, Instagram Graph API, Tally ERP, Razorpay, Shiprocket, n8n, Event-driven Systems

AI & Frontend: RAG, LangChain, LangGraph, Prompt Engineering, OpenAI API, Anthropic API, Intent Classification, Next.js, React, Tailwind CSS, EJS

EXPERIENCE

Multiply Tech India Pvt. Ltd.

Noida, UP

Jan 2025 – Present

Engineering Lead

Feb 2026 – Present

- Leading a team of **3 engineers** (frontend, backend, AI) – technical direction, architecture decisions, and code reviews. Ran a full intern hiring cycle (**4 interns**) including group discussions and technical interviews.
- Own backend feature development across **8+ Node.js microservices** on **Kubernetes**, processing **10,000+ WhatsApp messages daily** across **70+ business accounts** – each account powering multiple stores from a single WhatsApp number via a multi-tenant routing layer.
- Rebuilt the **Instagram** chatbot onboarding platform – merchants fill a structured form that generates a custom AI system prompt, preview the bot live in-browser, then connect their Instagram account and go live automatically via **Instagram Graph API** with zero manual intervention.
- Eliminated manual cross-system accounting by building a bidirectional **Tally ERP** sync – two-way master/transaction sync, automated invoice delivery via WhatsApp, idempotency guards across all operations.
- Cut WhatsApp order response time from **500ms+ to under 200ms** by refactoring the placement flow from **5 sequential API calls to 2** – collapsed a multi-step retailer interaction into a single button press.
- Designed AI chatbot decisioning architecture (intent classification, cart extraction, price negotiation, multilingual) – directed implementation in **LangGraph/Python** on **OpenAI API**.
- **60% faster API response times** (100ms+ → under 50ms) and **99.9% request success rate** – achieved through async processing, **Redis/DragonflyDB** caching, and targeted query optimization.
- Shipped a **5-agent LLM marketing automation system** solo – specialized agents (CMO, Content, Graphic Designer, FB Handler, Analyst) take a campaign brief to a live Meta ad with **DALL-E 3** creative generation and human approval gates. Full LLM call audit logging (tokens, latency, cost).

Full Stack Engineer

Jan 2025 – Feb 2026

- Built and owned the core **WhatsApp** B2B commerce flows (Meta Cloud API) – onboarding, ordering, catalog browsing, and engagement – alongside **n8n** orchestration pipelines that automated **10+ operational processes** including order confirmations, cashback updates, and retry logic.
- Developed an **AI** chat decisioning pipeline handling **18+ intents** (ordering, negotiation, catalog queries, support) with multilingual support across English, Hindi, and Hinglish – powered by **OpenAI API** with a **LangChain**-based intent routing layer.
- Built internal operations dashboards using **Next.js** and embedded **Apache Superset** for real-time analytics on order volumes, automation health, and retailer activity – while managing one direct report and contributing hands-on across the full backend stack.

 Founder & Developer*May 2020 – Jul 2022*

- Founded and ran a profitable game server hosting business in high school – built the client dashboard in **Node.js**/EJS with server management, a points-based billing system, and automated provisioning. Grew it to a paying customer base and eventually sold the business.
- Built custom **Discord bots** for community automation, support workflows, giveaways, and events – grew and managed a Discord server of **10,000+ members** while coordinating freelancers and handling all operations as a solo founder.

PROJECTS**WA Bulk Messenger***Node.js, PostgreSQL*

- WhatsApp campaign tool with scheduling, rate limiting, and delivery controls. Handles high-throughput sending with API throttle management and per-contact delivery tracking.

Daily Engineering Report*n8n, GitHub API, OpenAI API, ClickUp API, Slack API*

- Internal n8n automation looping **16 GitHub repos** nightly – diffs dev vs prod by SHA, categorizes commits (frontend/backend/AI/service), matches to **ClickUp** tasks via AI, and posts structured summaries to **Slack** with threaded per-repo breakdowns. Replaced a fully manual standup process.

Discord Bot Development (Fiverr)*Node.js, Discord.js*

- Built and delivered **20+ custom Discord bots** for international clients – moderation, economy systems, game integrations, event automation, and utility commands. Maintained consistent delivery across the gig.