

AAYUSH JAIN

Software Engineer

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EXPERIENCE

Software Engineer

Pixis AI

📅 Feb 2023 – Present 📍 Bengaluru, India

- Led development of **Prism**, an AI conversational platform built for marketing usecases via use of Model Context Protocol
- Built and optimized **MCP servers** for Meta Ads, Google Ads, and other ad platforms, enabling real-time marketing data processing and campaign optimization through conversational AI interfaces.
- Designed and developed a **high-performance** microservice for creative automation, enabling **real-time**, feed-based content generation at scale. Optimized processing pipelines to handle **millions of generations in minutes**, **eliminating** a manual, multiday Blender workflow, and achieving **<1% error rate** for improved **efficiency, accuracy and scalability**.
- Spearheaded the **redesign** of the back-end architecture and implemented **asynchronous** processing for AI services, **reducing error rates**, and optimizing APIs through **pagination and indexing**.
- Engineered a sophisticated brand-specific **credit system** for AI task execution, featuring **dynamic** deduction rates and robust tracking mechanisms.
- Modernized the front-end architecture by migrating to **Vite**, implementing **React Query** and **MobX**, and enhancing performance through **profiling, virtualization, and pagination**.
- Designed a robust, **multi-tier approval** system to validate brand-specific creatives, reducing approval **TAT by 60%**.
- Technologies:** React, Node.js, Python, TypeScript, PostgreSQL, Redis, AWS, Docker, RabbitMQ, MCP.

Software Engineer - Freelance

Darshan Safety Zone

📅 Nov 2022 – Jan 2023 📍 Ahmedabad, India

- Communicated with the client to understand their **requirements** and provided intelligent, **feasible** solutions.
- Developed an intelligent CRM system that **eliminated** manual sales work, improved operational efficiency by 80% and **removed** Excel and Tally **dependencies**.
- Automated** API integrations via **cron** jobs, enabling **real-time lead generation** and reducing manual intervention.
- Technologies:** Nodejs, MySQL, Postman, AWS EC2, React.

EDUCATION / COURSES

B.Tech – Computer Engineering (2019 – 2023)

Gujarat Technological University (VGEU) | CPI: 8.6

Backend Development (2021) | Certificate

Freecodecamp

HONORS & AWARDS

- Runner's Up** at Pixis Hackathon for building SeasonIQ [2024]
- Secured **AIR 1308** in GATE [2023].
- Winner** at Internal Campus **Smart India Hackathon** out of 60+ Teams. [2022]
- Pooled Prize Winner** at BUILD IT by Polygon for Best DApps [2022]
- Winner** at Winter of Code 1.0 out of 50+ Teams for Open Source Contribution [2021]
- Top Performer** at Crio.do IBD Remote Working Tools Development Challenge out of **1500+** Participants [2021]
- Rank: 273 / 7000** in CodeChef August Cookoff coding contest [2020]
- Rank: 743 / 29000** in CodeChef June Long coding contest [2020]

PROJECTS

API Hub

- Created a marketplace solving API discoverability, enabling showcase and testing of APIs with an interactive playground.
- Features: JWT Authentication, CRUD REST API, Deployment of frontend on Vercel and backend on Heroku.
- Technologies: Node, React, MongoDB, SASS, Vercel, Heroku, Postman
- Video | GitHub

Creator Nation

- Designed Stripe payment workflows and webhooks, and deployed the microservice on GCP VM using Nginx and pm2.
- Integrated Smart contracts with the frontend, deploying it seamlessly on Netlify.
- Technologies: Node, HTML, CSS, JavaScript, Stripe SDK, Netlify, GCP, NginX
- Devfolio Submission – BUILD IT Hackathon

SKILLS

JavaScript, NodeJS, ReactJS, TypeScript, Postgres, AWS, C++

PROFILES

- Leetcode | Rating: 1667 | Problems: 250+
- Codechef | Rating: 1770 | Problems: 70+
- Blog