Aswin A

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EDUCATION

Atria Institute of Technology **Bengaluru, India**
Bachelor of Technology in Computer Science *Expected 2027*

- Minor in Data Science (online programme), IIT Mandi. Coursework: Data Structures & Algorithms, DBMS, Operating Systems, Computer Networks, Machine Learning

WORK EXPERIENCE

5xSME Solutions **Bengaluru, India**
Forward Deployed Engineer *July 2025 – Present*

- Partnered with leadership, recruiters and operations teams to understand their workflows, then designed, built and maintained the systems behind GK HR Solutions, a staffing firm placing blue-collar workers at Flipkart, Amazon, Zomato, Swiggy and Blinkit, and 5xSME's marketing clients, supporting them in production every working day

Nextly (nextly.in) — HRMS run daily by GK HR Solutions' 20 recruiters *Python, FastAPI, React, PostgreSQL, Redis*

- Built the recruiter workflow end to end: a leads dashboard of candidates pre-qualified on WhatsApp by TheNextJob, call outcomes logged against each lead (reached, interested, callback), and a candidate pipeline from line-up and on-site interview to joined and active, giving every worker one record from first call to first payslip
- Built onboarding with step-by-step document collection and storage (Cloudflare R2), PII masking and audit logs, plus bank-account verification through a vendor penny-drop API, keeping employee records in line with the client companies' data requirements
- Built a boss dashboard to create openings, manage recruiters and their permissions, and track hires per recruiter, plus a React Native app that dials candidates on the recruiter's phone from one click on the laptop and syncs call and missed-call logs, giving the founder live visibility of team output
- Developed a Chrome extension (Manifest V3) that captures candidate details from paid job portals (WorkIndia, JobHai) straight into the pipeline, replacing manual re-typing of every sourced lead
- Automated payroll: Excel paysheets checked by an AI column review (Claude API) before generation, 100+ PDF payslips in under 30 s sent through the WhatsApp Business API, payout calculation, bank transfers (Bulkpe NEFT/IMPS) with two-partner approval, and a full transaction ledger for client audits
- Built a Zomato rider and fleet system that imports trip sheets and reads daily screenshots with Gemini vision (chosen after benchmarking: 24/24 cells correct, 18× faster than the next model), working out what Zomato pays and what each rider is owed, then paying riders

TheNextJob.in — job portal and WhatsApp pre-qualification funnel *Next.js, PostgreSQL, WhatsApp Cloud API*

- Designed a 6-language WhatsApp qualification agent (WhatsApp Cloud API, WhatsApp Flows, DeepSeek LLM) across 11,000+ conversations that screens candidates by age, education and city and sends matched jobs, passing interested candidates to Nextly's leads dashboard
- Analyzed 5,074 converted chats in SQL, finding that short three-message exchanges converted best (long bot replies: 2%), and moved most replies from the LLM to a rule engine tested with an offline replay harness, lowering cost per conversation

5xTool (5xtool.com) — all-in-one business platform for MSMEs *Next.js, TypeScript, Drizzle, PostgreSQL*

- Architected a multi-tenant Next.js, TypeScript and PostgreSQL platform that runs a small business from one login: online storefronts with catalogue, inventory and checkout, appointment booking for clinics, a CRM for leads, customers and vendors, an email inbox, invoicing and expense tracking, onboarding the first clients directly, including a 3-outlet restaurant chain and a saree retailer
- Built self-serve WhatsApp Business API onboarding with Meta Embedded Signup, plus marketing campaigns with delivery tracking and a visual flow builder for automated replies, letting businesses use the official API without paying a third-party provider's markup
- Connected Instagram, Facebook and LinkedIn to the CRM through OAuth and Meta Graph API webhooks after securing Meta Advanced Access through App Review and Business Verification, so every customer message, comment and post is handled in one place

ENTREPRENEURIAL EXPERIENCE

AshBuildSites (ashbuildsites.com) **Remote — India, US, UK, AU**
Founder, Web Development & Performance Marketing Studio *2023 – Present*

- Delivered 16 client projects for hospitals, clinics, restaurants, wellness brands and SaaS using Next.js, Astro and React, owning scoping, fixed-price quotes and weekly written updates with each owner, from first teardown to launch

SKILLS & INTERESTS

Languages: Python, TypeScript, JavaScript, SQL, Go
AI: Claude & Gemini APIs, DeepSeek, LLM evaluation (accuracy, latency, token cost), structured (JSON-schema) outputs, vision extraction, embeddings, human-in-the-loop review
Backend & Cloud: FastAPI, SQLAlchemy, Node.js, PostgreSQL, Redis, Cloudflare R2, Linux (Nginx, Supervisor, PM2), Google Cloud (Drive & Sheets APIs)
Frontend & APIs: React, Next.js, React Native, Chrome extensions, Leaflet; Meta Graph & WhatsApp APIs, Bulkpe
Interests: Performance marketing (Google & Meta Ads), writing field notes on ads and automation