Aayush Goel

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Backend lead at Mulltiply, a B2B commerce platform: orders, catalogue, payments and every integration around them, on Node.js and Postgres, running on Kubernetes on GCP. **4 years shipping production software**, from a hosting business I founded in school to a **16,500-commit** core API where I am the largest single contributor. Comfortable anywhere from a Postgres query plan to a Kubernetes manifest, and leading a team of three while staying hands-on.

Education

Symbiosis Institute of Computer Studies and Research (SICSR) **CGPA: 8.61**
Bachelor of Computer Applications, Honours in Data Security — Pune, MH *Aug 2022 – May 2025*

Skills

Backend & APIs: Node.js, JavaScript/TypeScript, Python, Tauri (desktop apps), REST APIs, GraphQL, Webhooks, Authentication, Rate Limiting

Databases, Search & Infra: PostgreSQL, Sequelize, Redis/DragonflyDB, Elasticsearch, MeiliSearch, Pinecone, Kubernetes on GCP, ArgoCD, BullMQ, Nginx, Cloudflare R2/Tunnel, Linux, Git, Prometheus, Grafana

Integrations & Automation: WhatsApp Cloud API, WhatsApp Flows, Instagram Graph API, Meta Marketing API, ERP Integration, ONDC/Beckn, 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

Mulltiply Tech India Pvt. Ltd. Jan 2025 – Present
Noida, UP

Engineering Lead *Feb 2026 – Present*

- Traced a 54% p90 regression in catalogue search to a partial Postgres index the planner could no longer use after a join was refactored – **281ms** → **29ms**, proven with an A/B p90/p95 benchmark that also surfaced 12 pre-existing P0 route failures.
- Cut a large-store delete from ∼**24h to 11 min** – 140 of 187 foreign-key columns had no index, so I built ∼30 concurrently on the live database, then traced the rest to a partial index that cannot serve a foreign-key check.
- Cut WhatsApp chatbot response latency ∼**10s** → ∼**1–2s** – cached the subscription row to replace 12+ serial reads with one, parallelised 6 more, and moved a 500ms language-detection LLM call off the critical path.
- Built the **ERP integration layer** connecting on-premise accounting software to the platform – a desktop agent reaching a host behind NAT via a local reverse proxy over an outbound-only tunnel, with fail-closed auth and a signed auto-updating installer. One install serves two ERPs.
- Cut WhatsApp order response **500ms+** → **under 200ms**, refactoring the placement flow from 5 sequential API calls to 2 and collapsing a multi-step interaction into one button press.
- Shipped **multi-store WhatsApp tenancy** – one business number serving many stores, with unsafe visibility/registration combinations rejected server-side and every failure path degrading to pre-feature behaviour.
- Stopped a migration **duplicating every client's catalogue** – two generations minted different ids from the same upstream record; built reconciliation where the legacy id always wins and only genuinely new records get the newer format. Zero duplicates on cutover.
- Shipped a **5-agent LLM marketing system solo** – campaign brief to live Meta ad over a 12-stage state machine, three mandatory human approval gates, DALL·E 3 generation, and every LLM call logged with tokens, latency and cost.
- Stopped a 26 MB XML parse wedging a worker – it blocked the event loop so long the request's own abort timer never fired, and jobs went quiet instead of failing. Guarded on byte size *before* parsing, with a windowed-export fallback.
- Lead **3 engineers** across frontend, backend and AI – direction, architecture and code review – and ran a 4-intern hiring cycle end to end.

Full Stack Engineer *Jan 2025 – Feb 2026*

- Built and own the core WhatsApp B2B commerce engine on the Meta Cloud API – a **15,000-line** conversational handler covering interactive lists, Flows, templates, deep links, SKU disambiguation, slab pricing, payment capture and handover to a human agent.
- Developed an AI chat decisioning pipeline handling **18+ intents** across English, Hindi and Hinglish – OpenAI API with a LangChain routing layer – plus n8n pipelines automating 10+ operational processes.
- Rebuilt Instagram chatbot onboarding as **fully self-serve** – merchants generate a custom AI prompt from a form, preview the bot in-browser, then go live via the Graph API with no manual intervention. Built internal ops dashboards in Next.js with embedded Superset.

SoloNodes.net May 2020 – Jul 2022
Remote

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 points-based billing and automated provisioning. Grew a paying customer base, then sold the business.
- Built custom Discord bots for support and community automation, and grew a **10,000+ member** server while coordinating freelancers as a solo founder.

PROJECTS

ONDC Buyer App (Beckn Protocol) *Node.js, PostgreSQL, Beckn/ONDC*

- Primary author of a production ONDC buyer app – bidirectional Beckn protocol with the full error taxonomy, callbacks applied once and in order, broadcast-search de-duplication, pincode serviceability and GST-driven onboarding. Closed **seven interoperability gaps** from the eB2B matrix audit.

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, matches them to ClickUp tasks via AI, and posts threaded per-repo summaries to Slack. Replaced a fully manual standup.

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

- Built and delivered **20+ custom Discord bots** for international clients – moderation, economy systems, game integrations and event automation.