Vansh Vasishtha

Software Engineer | Product Engineer

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SUMMARY

Product engineer with 2 years of experience building full-stack SaaS in React, TypeScript, Node.js, PostgreSQL and MongoDB across AI voice agents, WhatsApp Business messaging, CRM automation, Meta ads integrations and monetization. Owns features from data model and REST APIs to UI; ships V0s in 1–2 weeks, then hardens them.

WORK EXPERIENCE

Product Engineer, Superfone | Bengaluru, India Mar 2025 – Present

- Built the WhatsApp Advanced free trial end to end, rolled out to 85 paying orgs: two trial tracks, a daily lifecycle job (running, grace, locked, cleanup), push and WhatsApp reminders, a paid add-on catalog with backfill scripts, and upgrade paths for multi-org owners.
- Built Click-to-WhatsApp ad attribution, now tracking 85k+ ad leads from 480+ ads across 41 orgs, and a Meta Conversions API integration: per-ad lead and win reporting, and CRM stage to Meta event mapping with retries, per-lead deduplication and a send log; moved the backfill to 500-document bulk writes.
- Built Smart Broadcast Retry: stored Meta error codes on failed sends, a 24-hour cooling lock with manual retry, and a Recovery Center paging failed contacts in batches; added quick-reply click attribution to broadcasts.
- Extended the no-code chatbot builder powering 1,000+ CRM flows with node actions (lead stage, assignment, tags, notes, tasks) and a stateless simulator that runs the production engine.
- Turned the WhatsApp inbox into a multi-agent workspace (saved filter views, private notes, assignment audit trail, message deep-linking, pinned chats, catalog commerce) and took WhatsApp calling through its pilot.
- Shipped the AI Receptionist V0 in 1 week, now handling 10k+ minutes of live customer calls; added test calls, knowledge-base ingestion and agent job/task assignment.
- Built an AI Sales Agent with 10+ language voices and a chat-based Training Agent that feeds a shared knowledge base for both agents, with a pre-publish check that flags contradictory business details.
- Shipped AI Caller Tunes to ~80% adoption in 2 weeks and a payments and billing module for AI plans; led the admin dashboard migration to a shadcn/ui component system and unified the ringing pattern for 100% of active users.

Software Developer Intern, Superfone | Bengaluru, India Dec 2024 – Mar 2025

- Built the end-to-end trial user onboarding pipeline used in production.
- Integrated the OpenAI API for automated lead qualification and workflows.
- Fixed critical frontend and backend bugs, shipped new features and upgraded several existing features to V2.

Software Developer Intern, Revibe Engineering | Surat, India Mar 2024 – May 2024

- Improved page load time by 5% with Next.js image optimization; built UI components with shadcn/ui and Firebase.
- Built an internal tool for tracking client-reported issues and contributed to a new application's Prisma schema design.

PROJECTS

Referral Hub, Healthcare Referral Portal (Freelance) Next.js, TypeScript, Tailwind CSS, Prisma, PostgreSQL

- Shipped a referral platform for a US-based healthcare firm serving 3 role-based flows (Marketers, Intake, Owners) with end-to-end traceability baked into every handoff.
- Built an internal linking & mapping engine that stitches referrals across roles — no more "who owns this lead?" back-and-forth across teams.
- Engineered a custom PDF parser pipeline that auto-generates mapped intake forms from uploaded documents, cutting manual form-filling to ~0 steps for the intake team.

Tracklet, Personal Finance Tracker Next.js, TypeScript, Tailwind, Shadcn UI, Prisma, Neon

- Built a full-stack money tracker that turns daily expenses into weekly + monthly reports, because spreadsheets were getting a little too judgmental.
- Wired up Gmail integration that auto-parses transaction emails and lets you tag + create categories inline — 1-tap categorization, no context switches.
- Added credit + debit card tracking with live available-balance calculations across multiple linked cards, so you always know what's really spendable.

More Projects mentioned in portfolio

SKILLS

Languages: TypeScript, JavaScript, Python, C++, SQL, HTML, CSS

Frontend: React, Next.js, Redux Toolkit, RTK Query, Tailwind CSS, shadcn/ui, Ant Design, React Native (Expo)

Backend: Node.js, Express.js, REST APIs, Socket.IO, Prisma, PostgreSQL, MongoDB, Redis

Integrations: WhatsApp Business Cloud API, Meta Conversions API, Facebook Lead Ads, OpenAI API

Tools: AWS, Vercel, Docker, GitHub Actions, CI/CD, Jest, Vitest, Sentry, PostHog

EDUCATION

B.Tech, Computer Science, Poornima Institute of Engineering and Technology, Jaipur | CGPA: 8.5/10 2020 – 2024