

Experienced Staff Engineer | Ex-Slack, PayPal, Shutterfly | Application, API & System Architect/Developer

- 15+ years of experience in software engineering, specializing in API development, scalable cloud architectures, automation.
- Speaker | Author | ERG/DEI Leader | USC Trojan | Microsoft MVP (4x).
- Passionate about mentoring, open-source contributions, and engineering excellence.

EDUCATION

University of Southern California, Los Angeles, CA
Uttar Pradesh Technical University, Lucknow, India

Masters in Computer Science (May 2013)
Bachelors in Computer Science (May 2008)

PROFESSIONAL EXPERIENCE (~15 Yrs)

Salesforce Inc., San Francisco, CA Lead Software Engineer Oct 2022 -Present

- Designed and deployed enterprise AI agents on **AgentForce**, leveraging **GenAI**, **prompt engineering**, **multi-modal models**, and **LLM-based automation** to streamline workflows. Achieved **75% adoption in 4 weeks**, enhancing **efficiency for 80,000+ users**.
- Architected and developed a **scalable, enterprise-grade messaging platform** processing **millions of internal messages**. Achieved **100% adoption** across **30+ business units**, optimizing enterprise-wide communication, efficiency, and scalability.
- **Lead developer for Midas Lead Pass**, a **company-wide initiative** integrating **Slack and Salesforce** for **seamless cross-platform data flow**. Led cross-functional collaboration to build a scalable integration. Built using **Django**, **Slack Bolt**, and **Slack API platform**.

Slack Technologies Inc., San Francisco, CA Senior Software Engineer Aug 2018 -Present

- **Designed and led the development** of an **enterprise approval automation system** using **Salesforce APIs/SDKs**, automating **95% of sales approvals** and reducing processing time by **85%**. Recognized as a **top innovation** by Slack Sales **Vice President** and currently **being open-sourced**.
- **Designed and built workflow automation bots** leveraging **Slack APIs** and **SDKs** and integrating services like **Salesforce**, **Google**, **Workday**, **Workato**, **Greenhouse**, **Zoom**, **Duo**, and **Polly**, to **reduce manual effort by 60%** for daily enterprise users.
- **Featured in Slack's official engineering blog** for innovations in **AI-driven automation and enterprise integrations**.
[Slack Blog Post: Unlocking Productivity with Custom Slack Bots](#)

PayPal Inc., San Jose, CA Senior Software Services Engineer May 2014–Aug 2018

- **Architected a large-scale negative test simulator** for the **PayPal API platform**, enabling testing for **billions of API calls per month**.
- **Led the development & integration of Webhooks API platform**, serving as POC for AliExpress, Samsung Pay, and Android Pay, driving seamless merchant transactions.
- **Designed and built APIs/SDKs for PayPal Platform Services, Onboarding Services, and Application Lifecycle Management**, enhancing developer experience and platform extensibility.
- **Spearheaded developer portal initiatives**, contributing to **PayPal Webhooks SDKs**, **IFTTT integrations & external dev tools**.
- **Six-time PayPal SPOT Award winner** (*Oct '15, Jan '16, Apr '16, Jul '17, Aug '17, Nov '17*) for **outstanding API contributions**.

Jarvis Technologies Inc., Santa Clara, CA Founder/Tech Advisor Apr 2016 – Nov 2016

- **Ideated and developed** the product at **Angel Hack**, winning the **Grand Prize** and securing acceptance into the **AH Accelerator 16**.
- **Led the development of MVP**, leveraging **Alexa platform**, **AWS**, **Lambda**, **EC2**, driving innovation in **voice-driven automation**.

Shutterfly Inc., San Francisco Bay Area, CA Software Engineer Jul 2013 – May 2014

- **Developed RESTful API services** for the **Shutterfly Digital Cards platform**, enhancing backend scalability and fulfillment processes.
- **Automated OMS integration** across multiple Shutterfly brands, built a **fulfillment request simulation tool** for reliability testing.
- **Optimized payments processing APIs & reporting modules**, converted **OMS Cron jobs** into a **scalable web service**.

Software Engineering Internships 2012 – 2013

- **Shutterfly Inc** - Developed web apps, reporting systems for Order Management System using PHP, MySQL, JS, REST/SOAP APIs.
- **Demand Media** - Designed responsive UI architecture for Answerbag.com using MVC framework.
- **USC** – Built a news aggregator integrating USC news via Yahoo Pipes API & RSS feeds and Treemap for visualization.

- **Developed & optimized** application for **Income tax Dept (India)** scaling to **50M+ users** with high availability, post-prod support.

AWARDS & RECOGNITIONS

- Awarded multiple **Slack Spot Bonuses and Unsung Hero Awards** for key projects like Approvals, Sales Deals. 2019 - 2021
- Received multiple **PayPal Spot Awards** for projects like Webhooks Dashboard, ECI, Payouts initiative, CTF. 2015 - 2018
- **President's Volunteer Service Award 2016**, Awarded by **US President Barack Obama** for community service. 2016
- **Certificate of Appreciation IACWC** for leading efforts for Indian PM's community reception in San Jose. 2015
- **Microsoft Most Valuable Professional** Awarded four consecutive years for contributions as a Windows Expert. 2010 - 2013
- **Certificate of Appreciation** from the Commissioner of Income Tax, India for contributions to IT initiatives. 2010
- **Bravery Certificate** for helping the district administration in a Multiplex Fire Accident. 2006

EXTRA CURRICULAR ACTIVITIES

- **DEI Leadership: Global Growth Chair**, Southasiaforce at Salesforce (2023-2025), **Global President**, Earthtones at Slack (2022-Present). Led initiatives for **mentorship, community engagement, and cultural advocacy** for employees of color.
- **GITPRO World (2018, 2023, 2025): Co-organizer, Speaker** for the tech conference with approximately 400+ attendees.
- **Mentorship** – Mentored high school students (NFTE) & startups via **AH Accelerator 2017** (Top 10 finalist) .
- **Non-Profit Leadership** - **Sewa International** volunteer, technology coordinator (since 2013).
- **Open-Source Contributions** – Contributed to public **Microsoft, Netflix, GitHub, Google, PayPal repositories**; built **bots & scripts** using **Stack Overflow, Twilio, and Firebase APIs**.
- Founded [Brk.im](https://brk.im) URL Shortening services in 2014, published Google Chrome Extension for the service
- **Hackathons** – Have won 20+ hackathons externally and internally at work over last decade.
- Wrote articles for PayPal Engineering blog, and **1,000+ articles** on **WindowsVJ.com** (Self hosted WordPress website).
- Authored an **eBook on Windows 7 (1M+ downloads)** and an eBook on Microsoft Office 2010 suite.

APPS/TOOLS DEVELOPED

- **Innovation at PayPal**: Led initiatives in **Augmented Reality (WebAR) & Blockchain/Cryptocurrency payments**.
- **Chrome Extensions**: Created **ELK** (to enhance Kibana search dashboard), **uFull** (YouTube Enhancer), **Evently** (Event Aggregator).
- **Amazon Alexa Apps**: Developed **multiple Alexa apps**. <https://github.com/vasujain?tab=repositories&q=alexa>
- **City of San Jose Initiative**: Built an **Alexa-based voice app** to address **food wastage**, with plans for city-wide deployment.
- Built a **Slack bot for Rally, Jira, GitHub, Stack Overflow** to track issues across teams. <https://github.com/vasujain/gitbitbot>
- Built an **Amazon Dash IoT Button bot** for real-time WFH/WFO/OOO updates over Slack.
- Created an **alert bot** to detect triggers in Slack & send notifications via **Twilio Webhooks**.
- **Search & Data Extraction**: Built a **custom web crawler** using **Apache Nutch** to extract metadata, stored in **Hadoop**, indexed with **Solr**, and visualized via **Java Servlets & Leaflet Maps API**.
- **Mobile Apps**: Built an **Android app** for **Flixster data ingestion** and an **iOS 2D side-scrolling game** in **Unity 3D**.

SPEAKING ENGAGEMENTS

- **Dreamforce (2021, 2022, 2023), TrailheadX (2021, 2022), Workato Automate (2021, 2022), Gartner Innovation Summit 2022** – Sessions on **Slack & Salesforce integrations, automation, and enterprise productivity**.
- **GITPRO (2018, 2023, 2025), Microsoft MVP Reconnect 2018, Microsoft Reactor 2017, Howard University 2017**, – Talks on **API integrations, chatbots, and AI-driven automation**.
- **Bay Area Tech Meetups, SecureCollegeAdmissions** – Spoke on **Slack bots, automation, and game development for students**.

RESEARCH & PUBLICATIONS

- **Sentiment Analysis with AI / NLP**: Developed a **probabilistic model** to predict movie box office success using **Twitter sentiment analysis** (*Published at International Conference on Soft Computing & Software Engineering, cited in multiple AI research papers*).

TECHNICAL SKILLS

- **Programming** : Python, Java, PHP, JavaScript, Node.js, TypeScript
- **Cloud & DevOps** : AWS (Lambda, S3, API Gateway, DynamoDB), GCP, Heroku, Docker
- **Databases** : PostgreSQL, MySQL, MongoDB, Redis, Oracle
- **System Design** : Microservices, API Design, Distributed Systems, Event-Driven Architecture, REST APIs
- **CI/CD & Automation** : Jenkins, GitHub Actions