Mitesh B Ashar

Quickly adaptive software engineer with 16 years of cross-domain experience, who enjoys solving real-world problems

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A passionate programmer, I enjoy designing elegant, user-friendly solutions for complex challenges & thrive in forward-thinking environments. 16 years of cross-domain experience enables me with a deeper understanding of solving business needs with software development.

While actively finding my next opportunity to immediately join, I'm excited to remain engaged to voluntarily contribute at Pixlie.

EXPERIENCE

Pixlie ⊕   February 2025 - Present

Voluntary Consultant   Part-time | Remote

Pixlie AI is a knowledge graph engine being built in Rust. It has an in-built web crawler & focuses on finding what the user needs.

Tagglabs Experiential Private Limited ⊕   January 2024 - January 2025

Head of Engineering   Full-time | Hybrid

Led the web engineering team of 5 people. Daily responsibilities included architecture, feasibility, brainstorming, planning, implementation & code reviews.

Notable projects:

- LLM-driven AI workflows to evaluate & rate profiles.
- Scaling an ethical AI deepfake worker for videos with a decoupled architecture.
- On-demand contribution to a Flutter project that was stuck.

Hasgeek Learning Private Limited ⊕   August 2022 - October 2023

Full Stack Engineer   Full-time | Remote

Overhauled the Markdown module & revamped the docker image for funnel. Collaborated on the migration to a new server. Refined various Github Actions workflows. Integrated Zoho Books invoice report for boxoffice.

Tagglabs Technologies Private Limited ⊕   March 2011 - July 2020

Consulting Software Engineer   Freelance | Remote

Built 10+ experiential products & executed 20+ campaign projects, delivering innovative offline-online marketing engagements for the premium clients of Tagglabs.

Notable projects:

- Video classroom platform built using Agora for a marketing cohort run by Google India.
- Built & maintained the first product of Tagglabs – a generalized campaign platform to bridge RFID & other ID mechanisms with FB, twitter & LinkedIn with pluggable kiosk implementations. The platform powered 300+ campaigns over 8 years.
- Slingshot: A full-stack local kiosk product to communicate with a mobile app to control interactions.

Kusum Enterprises   March 2014 - December 2023

Partner   Full-time | On-site

Led manufacturing & exports of textile made-up products, executing various aspects of a traditional business from 2014-21. Subsequently expanded into selling branded products on e-commerce marketplaces from 2020-23.

Technical skills used include advanced Google Sheets with scripting, no-code apps, ETL tools, WMS/OMS & automated repricing.

Hasgeek Media LLP ⊕   May 2013 - May 2014

Software Engineer   Full-time | Hybrid

Contributed to key applications – including contactpoint for RFID interfacing, peopleflow for event attendance & a comprehensive event agenda calendar management system amongst other contributions in funnel. Major contributions to imgee. Contributions in other projects include lastuser, flask-lastuser, hasjob, coaster & baseframe.

Digital Canvas   November 2008 - December 2011

Founder   Full-time | Hybrid

My first garage startup, driven by a passion for product development and an initial exploration of centralizing Twitter Firehose tweet analyses. The product couldn't take off while we pivoted to services builing Social Media Apps. Delivered 60+ projects for major consumer brands in BFSI, Fashion & more, primarily leveraging the then-popular Facebook Page Tabs interface.

Contact

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- ✕ @iMBA

SKILLS

Software Architecture, Data Modelling, Distributed Systems

Currently Learning

Rust, Basics of Core AI/ML

Programming

Python, Javascript, Typescript, Shell Scripting, PHP (Stale)

Frontend

HTML, CSS, Javascript, jQuery, React, SolidJS, SCSS, Tailwind CSS, Ant Design

Backend

Flask, Django, Express.js, FastAPI, fastify, tornado

Data

PostgreSQL, MySQL, MongoDB, RabbitMQ, Redis, SQLAlchemy, Prisma

Infrastructure

Linux, Docker, Jenkins, GHA, nginx, Apache, systemd, uwsgi, AWS, GCP

Artificial Intelligence

OpenAI compliant API usage, ollama, Prompt Shaping, Roo Code

Tools

Wordpress, Figma, Google Sheets Advanced Formulae & Scripting, n8n, NocoDB, directus, Photoshop, Corel Draw

PROJECTS

Pixlie AI	Funnel
Gitplay	Lastuser
Contactpoint	Peopleflow
Coaster	Baseframe
Imgee	

EDUCATION

KJ Somaiya Institute of Engineering & IT

April 2004 - May 2008

Bachelor of Engineering (Computer Science)

INTERESTS

Soulful Music, Gratifying Photography, Impactful Technology, Design Paradigms, Seamless Experience & Usability, Entreprenurship & Innovation, Future of HCI, Open Source, Open Communities

EXPERIENCES WITH AI

Deepfake Application at Tagglabs

A colleague built a Deepfake application by modding Refacer to process images & videos. For a certain project, we needed to handle some scale for video.

- I built a worker around it & managed some optimizations, including correct usage of hardware encoder for the ffmpeg stitching process.
- Architected a distributed workflow by using a queueing backend to glue it all up.
- Managed the deployments of the worker on ~40 servers and 5 local GPU machines.

Evaluation of Openings on HN Who's Hiring

Wrote some Python scripts to evaluate openings on HN Jobs Who's Hiring for relevance & put them on my Notion Kanban board. Later used Roo Code to create a CLI workflow tool using the same data along with click & rich to speed up my workflow to apply for job openings.

The use of AI is limited to evaluation & workflow automation. I apply to all jobs manually.

Hiring Evaluation & Automation Pipelines

Built pipelines with n8n, NocoDB, ChatGPT, Anthropic, SES, Telegram APIs & Zoho Recruit APIs to automate the hiring process at my last organization. Retrospectively, if I resort to automating hiring in the future, I would want to further enhance accuracy for fairness to candidates & workflow coverage to ensure all candidates go through human evaluation.

Data Modelling (WIP)

Using Roo Code to build a nifty solution to infer CSVs & assist the process of column data type inference to churn out SQLAlchemy models.

- The code is very boilerplate & works for me as it is a side-project to solve a long-standing past business problem. I want to spend less time coding it while I need a fast solution.
- I am considering rewriting a more tightly coupled open source version with minimized boilerplate in the future to be a more Pythonic, well-abstracted tool for everyone to use.

For core software I write, I'm fine using completions. Though I am wary of using agentic AI yet for 2 reasons:

- I want more control on organized abstraction, type handling and modularization. Completions work well for that and agents may still not be there yet as observed in my experiences until now.
- I want to continue honing my higher-level architectural mindset and continue to keep it sharp.

VOLUNTEERING

Headstart Network Foundation ⊕   October 2008 - Present
Co-Founder (Dormant)   India

I was involved with India's largest startup ecosystem Headstart from 2008-13. Early involvement includes volunteering at Startup Saturdays in Mumbai & initiating/running them in Kolkata. I supported the foundation by addressing various tech requirements. Though still a co-founder, post 2013 I transitioned to a dormant position.

Save The Internet ⊕   April 2015 - Jan 2016
Volunteer   India

Passionate about technology's role in fostering open learning & expression, I actively contributed to the Save the Internet campaign in 2015.

I sought to amplify the campaign's message through personal outreach & contributions to technology-driven initiatives, promoting a democratic & open online environment.

Stories: 1 2 3

LANGUAGES
English

Hindi

Bengali

Gujarati

Kutchi (dialect)