

# TANISH KOTHARI

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## EXPERIENCE

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### SMART CHOICE

Nagpur, IN

#### Technical Lead

2021-2024

- Built and automated business operations using ERPNext and custom backend integrations.
- Designed payment workflows integrating Razorpay with order systems.
- Automated order processing, payment tracking, and invoice generation.
- Developed internal tools to improve logistics, inventory, and sales tracking.
- Scaled digital presence to 500K+ followers across platforms.

### SNAPPY LABS

Bengaluru, IN

#### Founder

2026-Present

Building AI-powered automation solutions and custom intelligent agents that streamline business operations, decision-making, and customer workflows. Focused on creating scalable SaaS tools and integrating AI into real-world business systems to improve efficiency and growth.

- Building AI-powered automation systems for businesses.
- Designing custom AI agents trained on company data for operations and customer support.
- Developing SaaS-style internal tools for workflow optimization.

### EMERGENT

Bengaluru, IN

#### Marketing Intern

May25-Oct25

Worked on performance-driven social media growth initiatives and short-form video strategy for brand campaigns. Gained hands-on experience in content marketing, audience psychology, and analytics-based optimization.

- Led growth of a social media challenge campaign, scaling it to 2K followers and 200K+ total views through strategic content planning and trend analysis.
- Edited and optimized UGC videos using performance-focused storytelling, hooks, and retention techniques to maximize engagement.
- Collaborated on content strategy, identifying viral formats, improving watch time, and refining posting schedules based on analytics insights.
- Automated the process of creating content using in house playwright automation to reduce the work load.

## PROJECTS

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### CLONEFORGE

#### Model Context Protocol -(MCP)

**Tech Stack:** Playwright, Node.js, Next.js, Network Inspection Tools

Built an automated browser-driven cloning system that reconstructs websites into editable development projects.

Designed as a developer acceleration tool that converts live sites into structured codebases for rapid prototyping and analysis. Acts as a technical entry point for studying architecture, reverse-engineering frontend systems, and bootstrapping production-ready clones.

- Automates browser navigation to target URLs and captures complete asset bundles.
- Extracts network calls, API patterns, and dependency structures.
- Generates a structured Next.js project scaffold based on captured resources.

### QUICKLOOP

#### Room Based - Photo Transfer App

**Tech Stack :** React Native, Supabase, Cloudinary

- Built a temporary group-based media sharing mobile application focused on ultra-fast uploads and downloads.
- Implemented OTP-based authentication and real-time data handling.
- Integrated Cloudinary for media storage and Supabase for backend database and session management.
- Optimized performance for fast media transfer and smooth user experience.

## ANTARDRISHTI - (SIH WINNING PROJECT)

### Sports Aadhaar

- Tech Stack :** Flutter (Dart), Node.js, Express.js, MongoDB, Google ML Kit, Gemini AI, JWT, BcryptJS, Geolocator
- Built an AI-powered digital sports identity platform that analyzes athlete performance using computer vision and real-time motion tracking.
  - Implemented automated physical assessments including vertical jump, shuttle run, sit-ups, flexibility tests, and run tracking using video analysis.
  - Integrated pose detection, geolocation tracking, and real-time performance feedback.
  - Designed secure authentication, encrypted storage, and scalable backend APIs.
  - Winner project at Smart India Hackathon.

### NEXUS LINK

#### Distributed URL Shortening Platform

- Tech Stack:** Node.js, Express.js, Redis, NeonDB (PostgreSQL), Base62 Encoding
- Implemented Base62 encoding algorithm for compact, collision-resistant URL slug generation.
  - Integrated Redis caching layer to accelerate redirect resolution and reduce database load.
  - Designed scalable redirect handling architecture supporting high concurrency.
  - Built persistent storage layer using cloud-hosted PostgreSQL.

## EDUCATION

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### SCALER SCHOOL OF TECHNOLOGY

*Bachelor of Science in Computer Science*

Bengaluru,IN

2024-2028

### BITS PILANI (ONLINE DEGREE PROGRAM)

*Bachelor of Science in Computer Science*

Bengaluru,IN

2024-2027

## TECHNICAL STACK

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- **Programming Languages:** Java, Javascript, Python,SQL
- **Framework & Tools:** React, Next.js, React Native, Flutter, Node.js, Express.js, Spring Boot, TailwindCSS, Git, Firebase, Supabase, Cloudinary, Redis, NeonDB, MongoDB, PostgreSQL, MySQL
- **Concepts:** Data Structures & Algorithms, Object-Oriented Programming, Operating Systems, DBMS, Computer Networks, System Design, API Design, Authentication Systems, Caching Strategies, REST Architecture