

Satya Yadav

AI Automation Engineer · Operations Lead · UX/UI Designer · Frontend Developer

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Profile

Versatile Technical Leader with 15+ years spanning AI automation, digital operations, UX/UI design, and frontend development. At GTR Academy (EdTech), served as Technical Head managing a team of 15–20 people across technology, digital marketing, CRM, WhatsApp automation, SEO, HR operations, and analytics. At Investis Digital, led enterprise UX/UI design and frontend development for global clients across 12 years. Independently built five live SaaS products using React.js, Claude Code, and Google AI Studio. Proven ability to own end-to-end operations, build AI-powered systems, and lead cross-functional teams delivering measurable results.

Core Skills

AI & Automation	Claude Code, Google AI Studio, n8n, Zapier, Agentic Workflows, Prompt Engineering, WhatsApp Business API, Meta Ads Automation, TeleCRM
Operations	Team Management (15–20 people), CRM & Lead Management, HR Systems, Attendance & Leave Tracking, Performance Reporting, Process Automation
Digital Marketing	Meta Ads Manager, SEO, Social Media Management, Email Marketing, Google Analytics, Lead Generation Funnels, Content Strategy
UX/UI Design	Figma, Wireframing, Prototyping, WCAG 2.1 AA Accessibility, Design Systems, Design Tokens, Component Libraries
Frontend Dev	React.js, JavaScript (ES6+), HTML5, CSS3, SASS, Tailwind CSS, Bootstrap, REST API Integration, Firebase
Tools	WordPress, Elementor, Google Sheets, TeleCRM, Meta Ads, GitHub, Vercel, Google Analytics, SEO Tools

Professional Experience

Technical Head — AI, Operations & Growth

EdTech Company (Confidential) | Oct 2025 – May 2026

Led a team of 15–20 people across 8 functional areas: Technology, Digital Marketing, CRM, WhatsApp Automation, SEO, Social Media, Analytics & Reporting, and HR Operations.

AI & Automation:

- Architected full-funnel AI automation: Meta Ads → TeleCRM → WhatsApp auto-response → email nurture → follow-up scheduling
- Built agentic-style pipeline with state management — leads classified, routed, responded to, and tracked with zero manual intervention
- Integrated REST APIs across TeleCRM, Meta Ads Manager, WhatsApp Business API, and email platform with webhook events and error handling
- Reduced manual lead handling by ~70%; cut response time from hours to under 2 minutes

Operations & Team Management:

- Managed SEO team, Blog/Content writers, Digital Marketing, and Technical team — daily task allocation, weekly reviews, performance tracking
- Built internal HR systems: employee attendance tracking, leave management, weekly work reports, monthly performance reports, salary tracking
- Created Technical Team Tracker using Google Sheets for real-time productivity and delivery monitoring
- Conducted weekly progress reviews and team coordination across all 8 functional departments

Digital Marketing & CRM:

- Managed Meta Ads campaigns, SEO strategy, social media management, email marketing, and Google Analytics reporting
- Built lead distribution workflows: forms → CRM → WhatsApp → email sequences — fully automated end-to-end
- Managed WordPress, Elementor, hosting, domain, and all digital infrastructure

Lead UX/UI Designer & Frontend Developer

Investis Digital (IDX) | May 2013 – Apr 2025

- Led UX/UI design and frontend development for 10+ simultaneous enterprise projects for global clients in finance, public sector, and e-commerce
- Built and maintained scalable React.js component libraries and design systems ensuring brand consistency across platforms
- Delivered WCAG 2.1 AA accessibility compliance; conducted full audits and led remediation sprints across enterprise platforms
- Reduced bounce rates by 22% through UX redesigns; improved page load time by 40% on a public sector portal
- Led cross-functional Agile delivery across design, frontend, QA, and stakeholder teams across 12 years

UX Designer / SharePoint Consultant

Freelance — Ahmedabad | Jul 2012 – Apr 2013

- Redesigned enterprise intranet improving usability scores by 28% and reducing load times by 40% for public sector clients

Solo-Built SaaS Products (Live)

DoctorDesk — Clinic Practice Management SaaS

Personal Project | 2025 – Present

<https://doctor-desk-chi.vercel.app/>

- Multi-step automation: appointment booking → patient records → revenue tracking → role-based dashboards → WhatsApp triggers
- Multi-role auth (doctor/receptionist/admin), revenue reporting with daily/weekly/monthly views — built solo via Claude Code

SalonManager — Salon Operations & Booking Platform

Personal Project | 2025 – Present

<https://salon-manager-8l4w.vercel.app/>

- Fully operational: appointments → staff scheduling → client records → automated reminders → live operations dashboard
- AI-powered WhatsApp marketing campaigns, billing, inventory — end-to-end automation wired via REST APIs

NexoraCRM — CRM with WhatsApp Automation

Personal Project | 2025 – Present

<https://nexora-crm-zeta.vercel.app/>

- Full CRM with WhatsApp Business API automation — lead management, pipeline tracking, automated messaging sequences

BrainBattle — AI-Powered CBSE Quiz Platform

Personal Project | 2025 – Present

<https://battle-quiz-two.vercel.app/>

- AI-driven quiz generation and evaluation — agentic workflows, prompt engineering, React frontend integration

Education & Certifications

B.Com, Computer Science · Saurashtra University, Rajkot · 2007

Certified Scrum Master · Udemy, Feb 2025 **React Native Development** · Udemy, Jan 2025

15+ years continuous self-directed learning: AI systems, UX/UI design, frontend architecture, automation engineering, and digital operations.

Key Technologies

Claude Code · Google AI Studio · n8n · WhatsApp Business API · TeleCRM · Meta Ads · React.js · JavaScript · HTML5 · CSS3 · SASS · Tailwind CSS · Figma · Design Systems · WCAG 2.1 · Firebase · GitHub · Vercel · WordPress · Elementor · Google Analytics · SEO Tools · Agile/Scrum · REST APIs · Agentic Workflows · Prompt Engineering