

Aasim Sani

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SELECT WORK EXPERIENCES

Taxwire

New York, NY

Founding Engineer (1st employee)

Jan 2024 - present

Sales Tax Platform - Automate global sales tax compliance across their finance and commerce stack

- Spearheaded the development of mission-critical real-time tax calculation API (FastAPI) and bulk-ingestion (Temporal) integrations (100M+ transactions/month) with industry giants such as Stripe, QuickBooks, and Shopify, ensuring precision in high-stakes sales tax computations.
- Led the development of our global sales tax nexus engine, similar to the sales tax engine able to handle 1B+ transactions in under 2 hours with DuckDB.
- Co-led the development of the world's most comprehensive US Sales Tax Engine with the CTO and SMEs.
- Created a currency exchange engine to support 1B+ transactions in under 2 hours with PostgreSQL and DuckDB
- Provided integration support for first 100 customers

CopyCat - 18k+ users

Philadelphia, PA

Co-founder - Chief AI Officer

Jan 2021 - Jan 2024

Convert your Figma designs to React.js code in 30 seconds using AI (Github Co-pilot but for converting designs to code)

AI Product Management and Development

- Led the product team in developing a core technology, the AI code generation engine.
- Implemented a data flywheel and gamified UI to acquire user-corrected and tagged data saving \$90k+.
- Increased weekly user retention by 7% by integrating multi-modal AI models into the AI code generation process.
- Utilized heuristics and AI models for data filtering in the data tagging pipelines, reducing costs by 45%.
- Architected & co-engineered the AI and data infrastructure, boosting experimentation rate by 4-6x, cutting training costs by 50%, and speeding up the embedding inference pipeline by 13.4x
- Directed ML team in research and integration of various Computer Vision, **Generative AI**, Natural Language, and Reinforcement Learning models into the main product

Product Leadership, Strategy & Go-to-Market

- Established a Machine Learning first, data-oriented CI/CD pipelines for pre-release and early error detection.
- Trained leadership in customer validation and AI best practices, grew Product Market Fit by 15% in 3 months.
- Supported GTM with blogs that received 50k+ hits/month and ranked #9 globally for the "CopyCat" keyword.
- Led SMB pilot sales, automated the sales playbook and CRM process, achieving 4 successful pilots at \$5k ACV.
- Curated a team of 12 through hiring and onboarding improvements.
- Reduced sprint delays from 5 days to 1 by adopting SCRUM and probabilistic planning.

Orai, Inc. - 500k+ users - Forbes 30u30: Education

Philadelphia, PA

Intern → Product Manager → Co-founder

Nov 2016 - Dec 2020

An AI-powered speech coaching app to make you a more confident speaker (Think Duolingo but for Public Speaking)

Co-founder (May 2018 - Dec 2020)

- Developed data-enriched roadmap leading to 13.9% payment rate & revenue growth from \$1k to \$20k MRR.
- Increased number of sessions for Orai users from 1 to 6, completion rates for 6 sessions from 0 to 60% and weekly user retention by 10% in 1.5 months by introducing real-time feedback, lowering usage fatigue, and gamification
- Increased session time by 30% & weekly user retention by 18% through the integration of AI models like Smile Detector, Pause Classifier, Gaze Detector, Filler Detector, and Speaker Separator
- Performed user segmentation, increasing paid signups by 530% and ranking #1 in education on app stores.
- Collaborated with the CEO on enterprise sales to secure major deals, resulting in \$800k in ARR with a \$100k ACV from key clients, including IBM, Comcast, HPE, Nike, and Cisco
- Raised \$2.3M from top-tier VC firms and angels in an over-committed round (\$3.7M).
- Led rebranding effort, collaborating with design to increase audience engagement.
- Grew team from 3 to 21 members; handled contracts, NDAs, and compensation.
- Managed finances, ensured legal compliance, employee benefits, and secured \$500K in in-kind benefits.

Product Manager (August 2017 - May 2018)

- Improved audio streaming system reliability from 60% to 99.9% through error analysis and system migration.
- Conducted 100+ user interviews using the "Mom Test" method, saving 100s of hours with increased reliability.
- Implemented Agile methodologies, cutting sprint delays from 1 week to less than 1 day on average.
- Introduced management best practices and resolved conflicts in a rapidly scaling team.

INVOLVEMENTS & ACHIEVEMENTS

- **Forbes 30 under 30 - Education 2021**
- Keynote & judge: Junior Achievement Entrepreneurship Summit 2023
- Keynote: Drexel Rising Starters Competition 2022
- Comcast LIFT Labs + Techstars 2018
- OnDeck Founders - Class 14
- Dorm Room Fund - 2017
- PSL Accelerator - 2017
- Invited talk at Cigna: Explaining artificial intelligence and how it impacts our professional lives?
- Creative Destruction Labs - 2018
- MassChallenge Accelerator - 2018

ACADEMICS

Georgia Tech

Atlanta, GA

M.S. Computer Science - Interactive Intelligence and Computing Systems

Drexel University

Philadelphia, PA

B.A. Entrepreneurship, Minors: Computer Science, Marketing, Health Innovations

Research

- Founderitis: A silent killer of startups | **EIX, December 20th 2019**
- Activating entrepreneurship: revisiting the theories of planned behavior & the entrepreneurial event through an analysis of the moderating & mediating effects of entrepreneurial dimensions on self-efficacy & initial intentions to launch | **Drexel 2020**

CERTIFICATIONS AND TRAINING

- Fullstack Deep Learning (November 2019)
- Deep Learning Specialization - DeepLearning.ai
- Mathematics for Machine Learning Specialization - ICL
- Bayesian Methods for Machine Learning - HSE
- Programming with Google Go Specialization - UC Irvine
- Gamification - UPenn
- DeepMind x UCL Reinforcement Learning

PROJECTS

- Artificial Manga Panel Dataset
- MeowLearning: Train your team on Production AI - quickly
- ML Project Template - Kickstart your AI Project faster
- Second Brain - Smart Slipbox - Organize everything your read

SKILLS

Programming	Python (100k+ LOC), Golang (10k+ LOC), SQL (30k+ LOC) JavaScript - React.js & Vue.js (15k+ LOC), HTML/CSS (25k+ LOC), Bash (3k+ LOC)
Tools & Techniques	GCP, AWS, Azure, Paperspace, Scikit Learn, Pandas, PyTorch, Numpy, Tensorflow, Dask, Keras, Matplotlib, Plotly, Streamlit, Postgresql, BigQuery, FastAPI Docker, MongoDB, GraphQL, Jupyter, WebRTC, Dynamic Programming, OOP, Distributed Training, Feature Stores, Data Versioning, Object Detection, Image Classification, Image Similarity, GPTx Fine-tuning
Leadership & Management Skills	Product Research Document Writing, Market Research Document Writing, Mobile Analytics, Business Intelligence, Metabase, Superset, Systems Thinking, Bayesian Decision theory, A/B testing, Funnel Analysis, Chokepoint analysis, Decision Matrix, Data Analysis, SCRUM, Agile, Jira
Design and User Research	Lean Design, Demographic Analysis, AIDA, Mom Test, Competitor Analysis, Market Research