

Robin Rajan

Backend & Automation Developer | Node.js · TypeScript · Multi-tenant SaaS & API Integrations

\$35/hr · Available

Kochi, Kerala · github.com/rrajanuk · linkedin.com/in/robinkrajan

SKILLS

Node.js, TypeScript, Next.js (App Router), PostgreSQL & Prisma, REST API design, Multi-tenant architecture, API & CRM integrations, WhatsApp Business API, n8n, Docker & VPS deployment, Auth.js, React

ABOUT

Backend and automation engineer with 11 years across enterprise delivery, product teams and independent consulting, including a previous tenure at UST Trivandrum as Lead Developer. I build production services in TypeScript and Node.js and connect systems that don't talk to each other — CRMs, messaging platforms, third-party APIs, internal tools — so data moves without anyone copying it by hand. Currently building multi-tenant SaaS products: a WhatsApp-based lead intake tool for clinics, a B2B outreach CRM, and a bilingual sales platform for vehicle dealers. I've led small engineering teams end to end, covering architecture, code review, CI/CD and delivery. MSc in Information Technology (UK). Currently taking on new work.

EXPERIENCE

Independent Backend Developer & Consultant · Freelance

Sep 2025 – Present

Kochi / Remote · freelance

- Deliver backend and integration work for independent clients, building APIs and services in Node.js and TypeScript.
- Design and implement automated data and workflow pipelines connecting client CRMs, internal tools and third-party platforms
- Own each engagement end to end — requirements, architecture, implementation, deployment and handover — working directly with business stakeholders

Automation Specialist & Backend Developer · Thoughtleadr LLC

Jan 2025 – Sep 2025

Remote

- Design and build backend integration services in Node.js connecting CRMs, external APIs and internal data pipelines.
- Developed a Slack-to-HubSpot integration application that automatically syncs team communications into the CRM, removing a recurring manual data-entry burden
- Build and maintain automation workflows and custom scripts supporting client onboarding, campaign delivery and performance reporting
- Prototyped AI-assisted workflow automation for internal evaluation

Software Team Lead · AecoEnergy

Aug 2022 – Jan 2025

- Led a small engineering team delivering data-driven web applications and internal platforms for the energy sector.
- Designed and maintained backend services, REST APIs and database layers underpinning operational and reporting tools
- Owned Git workflow, code review standards and CI/CD pipelines to keep releases predictable and reversible
- Integrated CRM, contract management and bidding platforms, replacing manual handoffs with automated data flow between systems
- Partnered with design and business stakeholders to translate requirements into scalable, maintainable implementations

Lead Developer · UST

Jan 2022 – Aug 2022

Thiruvananthapuram, Kerala

- Led backend development and system integration work within enterprise client delivery.
- Worked alongside product and analytics teams to ensure system outputs matched defined business requirements
- Contributed to debugging, optimisation and reliability improvements across application components

Software Systems Developer (Contract) · Aeco Pacific Group

Aug 2020 – Jan 2022

Singapore (Remote) · contract

- Built and maintained backend systems, secure API endpoints and authentication for business process automation.
- Automated compliance and performance reporting processes previously handled by hand
- Supported digital transformation by integrating legacy systems with cloud-based tooling
- Improved system stability through proactive error handling and structured database updates

Senior Software Engineer · Tesla Cloud

Sep 2015 – Aug 2020

Ernakulam, India

- Developed and deployed cloud-enabled web applications supporting enterprise client operations.
- Built reusable modules and improved application performance through targeted optimisation
- Provided technical mentorship to junior developers and introduced agile workflows to shorten release cycles

PROJECTS

Outreach CRM — multi-tenant B2B outreach platform

github.com/rrajanuk/outreach_app

TypeScript · Next.js App Router · Postgres · Prisma · Auth.js · Tailwind · shadcn · Docker Compose

Multi-tenant CRM for tracking target companies, qualifying leads and drafting outreach, with one deployment serving several operating businesses as isolated workspaces. Tenant isolation enforced at every read and write through a session-derived workspace guard, with Postgres row-level security as the database backstop. Built as one app in a monorepo on a shared core package.

- Tech: TypeScript, Next.js App Router, Postgres/Prisma, Auth.js, Tailwind/shadcn, Docker Compose on a VPS

Bridge — WhatsApp intake-to-revenue tool

github.com/rrajanuk/bridge

TypeScript · Node.js · WhatsApp Business API

WhatsApp-first B2C intake system taking inbound ad-campaign leads through a deterministic bot that collects and routes them, surfacing only qualified conversations to a human. Conversion to Contact and Deal is always a human action, never automated; won deals become tracked customers with attributed revenue. Ships as its own app alongside Outreach on a shared core, with a provider-agnostic WhatsApp adapter (Meta Cloud primary, 360dialog fallback). First deployment is a dental clinic in Kerala.

- Tech: TypeScript, Node.js, WhatsApp Business API, Provider-agnostic adapter pattern

Superseven Motrz — bilingual used-car sales platform

github.com/theslacloud/car-bid-app

Next.js · TypeScript · Postgres · Prisma · next-intl

Mobile-first bilingual (English/Malayalam) sales platform converting a dealer's Instagram traffic into qualified leads. Full vehicle condition transparency, OTP-verified buyer interest, and a ranked, filterable lead pool for the dealer. Built as replicated single-tenant — one codebase, one deployment per dealer, with all dealer-specific variance in configuration rather than code.

- Tech: Next.js, TypeScript, Postgres/Prisma, next-intl, MSG91