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Niloy Das

SUMMARY

I am a Full-stack Engineer who thrives on transforming complex visions into clean, scalable, and high-performance solutions. My passion lies in automation and sophisticated API integrations. I am the founder and developer of EasyLink Automations, a WordPress plugin that enables no-code workflow automation. My expertise spans a modern stack, including PHP, Laravel, JavaScript, React.js, Next.js, and TypeScript, backed by robust database knowledge in MySQL and PostgreSQL. Furthermore, I strategically leverage cutting-edge AI tools in my workflow to dramatically increase my productivity, allowing me to deliver the fastest possible, high-quality output and accelerate project timelines.

TECHNICAL SKILLS

- **Languages:** JavaScript (ES6+), TypeScript, PHP, C/C++
- **Frontend:** React.js, Next.js, Redux, Inertia.js, Tailwind CSS
- **Backend:** Node.js, Laravel, API Development (RESTful)
- **Databases:** PostgreSQL, MySQL
- **DevOps & Containers:** Docker
- **Version Control:** Git, GitHub
- **Tools & Platforms:** Linux

EXPERIENCE

EasyLink Automations – *Founder & Full-Stack Developer*

– PRESENT

- Founded and built EasyLink Automations, a WordPress-native visual workflow automation plugin. I designed a step-by-step visual builder (not drag-and-drop) for it that supports over 530 triggers, 550 actions supporting over 120 integrated platforms.
- Built the core automation infrastructure, including multi-step conditional workflows, webhooks, asynchronous background processing, and execution logging to support complex and high-volume automation use cases.
- Integrated Paddle for direct subscriptions and one-time payments without relying on WooCommerce; I built a WordPress REST API webhook handler for custom checkout overlays and order fulfillment with Paddle.js.

- Designed and built the product marketing website (easylinkautomations.io), which included legal documentation and managed ongoing conversion optimization through design and copy audits.

Bit Apps, Chattogram – Full-Stack Developer

Sept 2022 – PRESENT

- Led the development of Bit Integration WordPress plugin, integrating over 30+ APIs across multiple platforms. Focused on streamlining API documentation for internal and external teams, resulting in enhanced product adoption.
- Contributed significantly to backend optimization and refactoring of legacy code to ensure enhanced performance, data handling, and scalability.
- Played a critical role in the development of the Flowfy Shopify App, adding platform integrations, fixing bugs, and optimizing backend architecture.
- Worked on improving the user experience (UX) and application stability, handling security concerns within the codebase to ensure secure API communication.
- Actively collaborated with the team to resolve complex issues efficiently, ensuring customers received immediate value. The rapid response time earned strong customer feedback, increased product trust.

Web Point Ltd, Laravel Developer – Laravel Developer

Oct 2021 – Aug 2022

- Developed and maintained dynamic web applications using Laravel and JavaScript, focusing on high performance and security practices.
- Designed optimized database schemas for large datasets, writing complex SQL queries and enhancing query execution times.
- Integrated multiple third-party APIs (including SMS/email services and attendance machines) to streamline operations.

FEATURED PROJECTS

EasyLink Automations – WordPress Automation Plugin – <https://wordpress.org/plugins/easylink-automations>

Technologies: PHP, React.js, MySQL, REST APIs, OAuth, Webhooks

- **Plugin Development:** Created and published a free WordPress plugin offering 530+ triggers and 550+ actions across 120+ platforms via 43 authentication connectors, including a visual automation builder to create multi-step workflows without code.
- **Automation Engine:** Implemented action-level conditional logic (AND/OR groups, 10 comparison operators), dynamic field mapping via placeholder syntax, and both incoming and outgoing webhook support.

- **Reliability & Observability:** Built asynchronous background execution, detailed execution logging with configurable auto-cleanup, and email notifications for failed automations.
- **Distribution & Community:** Published and maintained the plugin on the official WordPress.org plugin directory, with an open-source repo on GitHub and an active Facebook community group for support.

Bit Integration WordPress Automation Plugin -

<https://tinyurl.com/bit-integrations>

- Bit Apps

Technologies: PHP, React.js, Recoil, MySQL, REST APIs, OAuth

- **API Integrations:** Developed over 30+ API integrations to connect WordPress with external platforms like CRMs (Salesforce, HubSpot), email marketing services (Mailchimp, ActiveCampaign), and project management tools (Asana, Trello). Ensured robust integration using REST APIs and OAuth authentication.
- **Performance Optimization:** Refactored and optimized legacy code, reducing technical debt and improving app stability, speed, and scalability.
- **Security:** Integrated secure API communication protocols, including OAuth.

Flowfy Shopify Automation App - <https://tinyurl.com/flowfy>

- Bit Apps

Technologies: Laravel, TypeScript, React, Redux, PostgreSQL, API Integrations, Docker

- **App Optimization:** Optimized the frontend architecture of the Flowfy Shopify App using React and TypeScript, improving stability and integration performance.
- **Third-Party Integrations:** Integrated multiple third-party APIs (email marketing and CRM systems) into the Shopify app to ensure seamless data flow between the app and external platforms.
- **Database Management:** Utilized PostgreSQL for data storage and retrieval, optimizing queries for large-scale data management while maintaining data consistency and integrity.
- **Docker for Deployment:** Used Docker for containerization and deployed the app across various environments, ensuring a consistent development and production setup.
- **Security Enhancements:** Implemented encryption techniques to secure sensitive customer data.

Payment Form SaaS Platform - <https://paymentform.io/>

- Bit Apps

Technologies: Laravel, TypeScript, React, Nextjs, Zustand, PostgreSQL, Docker

- **Fundraising Module:** Developed secure and customizable payment forms to support scalable fundraising campaigns.
- **Customer Portal:** Designed and implemented a responsive portal for managing forms, transactions, and user configurations.
- **Analytics & Insights:** Built analytics features to track form performance and fundraising outcomes for data-driven decisions.
- **Form Preview:** Implemented real-time form previews for both desktop and mobile to ensure accuracy before publishing.
- **QR Code Sharing:** Added QR code-based form sharing to improve accessibility and offline distribution.
- **Team Collaboration:** Developed frontend features for team member access and collaborative form management.
- **Watermarking:** Integrated dynamic watermarking to support branding and platform-level compliance.
- **Deployment & Scalability:** Ensured consistent and scalable environments using containerized deployment.

React Ad Agency Software

– *Bit Apps*

Technologies: React.js, Inertia.js, Laravel, MySQL, RESTful APIs, JOTAI

- **Frontend Development:** Developed dynamic, real-time user interfaces with React.js and Inertia.js, optimizing the user experience for ad agency clients. Ensured interactive UI/UX by implementing React components for seamless data interaction.
- **Backend Development:** Built and maintained the Laravel backend with real-time capabilities using Inertia.js for smooth communication between frontend and backend.
- **Database Optimization:** Designed and optimized MySQL database schemas and wrote complex queries for generating analytical reports on customer behavior and ad performance.
- **Security Practices:** Focused on secure coding practices, including input validation and SQL injection protection.

Office Mini ERP

– *Web Point Ltd*

Technologies: Laravel, JavaScript, MySQL, Ajax, SMS Gateway, Event Listeners

- **Modular ERP System:** Developed a modular HR management ERP system with features like payroll, attendance tracking, billing, and employee management.

- **Third-Party Integrations:** Integrated SMS gateway for real-time notifications and used event listeners in Laravel for background task automation (e.g., payroll generation, attendance reporting).
- **Database Design:** Designed normalized database schemas in MySQL to support efficient data storage, querying, and reporting.
- **Security Features:** Implemented role-based access control (RBAC) to ensure secure access to sensitive data and prevent unauthorized system interactions.

ADDITIONAL CERTIFICATIONS

Product Management – *Bohubrihi*

EDUCATION

East Delta University, Chattogram – *BSC in CSE*

Chattogram Polytechnic Institute, Chattogram – *Diploma in Computer Technology*

LANGUAGES

- **English:** Fluent (Written & Spoken)
- **Bengali:** Native
- **German:** A1 Level

GitHub

<https://github.com/NiloyDas789>