

PRATHAM CHAUHAN

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EXPERIENCE

Founding Member | ZyouFeb 2026 – Present

- Architected and shipped an MCP (Model Context Protocol) server enabling marketers to launch, manage, and optimize Facebook ad campaigns directly via AI interfaces, eliminating manual platform navigation.
- Built automated report generation for Facebook campaigns covering key performance metrics (CTR, CPC, CPA, ROAS), delivering actionable insights to marketing teams without manual data extraction.
- Optimized server throughput and stateful tool execution using Redis session management, reducing latency and enabling concurrent multi-user campaign workflows.
- Developing a first-party SDK to abstract marketing platform APIs, standardize data contracts, and reduce integration friction — enabling engineering teams to ship marketing automation features significantly faster.

Full Stack AI Developer | LeapxJul 2024 – Present

- Built an AI chatbot using Vercel AI SDK to launch and manage Meta and Google Ads campaigns; supported 200+ campaigns and accounts, reducing campaign setup time by 50%.
- Migrated core orchestration pipeline to LangGraph, improving reliability and maintainability; improved response latency and increased successful task completion by 70%.
- Implemented analytics and retrieval workflows with LlamaIndex to surface deep insights on campaign performance (CTR, CPC, CPA, ROAS); cut time-to-insight by 80%.
- Created shared libraries and utilities to standardize campaign data operations, reducing duplicate code by 85% and accelerating feature delivery by ~10 days per release cycle.
- Contributed to schema design and DevOps activities (CI/CD, build and deploy pipelines) supporting production releases.

Software Engineering Intern | RRSC-North, ISROOct 2022 – May 2023

- Developed a web-based disaster management dashboard integrating GIS layers and real-time operational data, consolidating 5 disparate data sources into a single stakeholder view.
- Implemented real-time disaster news feeds and state-wise heatmap visualization with flood-layer integration, improving update frequency to daily and reducing manual monitoring effort by 65%.
- Built a pathfinding and alternate routing module for emergency navigation, reducing route computation time by 40% and improving route accuracy across multiple regions.

PROJECTS

Sciya — AI Tutor App | LanceDB, LangGraph Multi-Agent, Next.js [Under Development]

- Building an intelligent tutoring system that uses a LangGraph multi-agent architecture to always deliver accurate, grounded answers related to the specific book or material the user is reading.
- Leverages LanceDB as a vector store for fast semantic retrieval over uploaded content, enabling the AI to resolve student doubts with precise, context-aware responses in real time.
- Designed a context-aware AI assistant panel with proactive suggestions, quiz generation, and doubt resolution — keeping the learning experience self-contained within the reading interface.

Chatvers | Next.js, Vercel AI SDK, LangChain.js, Llama-3

- Advanced AI-powered document chatbot enabling instant Q&A over uploaded documents and web content, with multi-source retrieval and streaming responses.

TECHNICAL SKILLS

Languages: JavaScript, TypeScript, Python

Frameworks & Libraries: Next.js, React, Node.js, Express, Tailwind CSS, Spring Framework

AI / ML: LangChain, LlamaIndex, LangGraph, Vercel AI SDK, LanceDB, MCP (Model Context Protocol)

Databases: PostgreSQL, MongoDB, Redis, Prisma, Drizzle ORM

Developer Tools: Docker, Turborepo, Git, GitHub, CI/CD

Architecture: MERN Stack, Microservices, RESTful APIs, Multi-Agent Systems

EDUCATION

Bachelor of Technology | The NorthCap University, Gurugram *Jul 2019 – Jul 2023*

AWARDS & RECOGNITION

3rd Place — Hacktoberfest 2023 | [tbd.website](#) | Oct 2023