

# Aashish Joshi

+91-9985922774 • aashish@aashishjoshi.co.in • linkedin.com/in/aashishjoshi

## SUMMARY

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Senior Technical Lead with 15+ years of experience, including 14 years of progressive growth at Sonetel - from Technical Support Engineer to driving R&D and AI strategy. Proven track record of shipping production AI features (LLM-powered voicemail summaries, voice bots), leading cross-functional teams, and delivering measurable performance gains for a platform serving tens of thousands of users globally. Equally comfortable going deep on engineering and leading teams - with hands-on experience in Python, microservices, LLM integration, and AI-assisted development using Claude Code.

## KEY SKILLS

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**Languages:** Python, JavaScript, Go, PHP, Perl

**AI & LLMs:** OpenAI (GPT), Anthropic Claude, Deepgram, ElevenLabs, self-hosted models, LLM prompt engineering, RAG pipelines

**AI Dev Tools:** Claude Code, Cline, RooCode, Github Copilot, Ollama, Msty

**Infrastructure:** AWS, Docker, GitHub Actions / CI-CD, Jenkins, Linux, Asterisk (VoIP)

**Backend & Data:** Microservices, Kafka, REST APIs, MySQL, MongoDB, Redis

**Leadership:** Team Leadership, Cross-functional Delivery, Agile, Technical Documentation, Regulatory Compliance

## WORK EXPERIENCE

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### Sonetel

*Sonetel is a global cloud communications platform providing virtual phone numbers, voice, and AI-powered business tools to tens of thousands of customers worldwide.*

#### Senior Technical Lead 2024 - Present

- Shipped AI-powered voicemail summaries to production, serving tens of thousands of users - led end-to-end LLM integration across the voice pipeline using OpenAI and Anthropic Claude.
- Reduced website response times by 90% (from 3.5s to 0.3s) across PHP/MySQL stack, directly improving experience for the entire active user base.
- Built automated deployment pipeline for LLM prompts powering production voice and chat bots, cutting manual release effort significantly.
- Migrated legacy Perl notification module to Python - shipped to production, eliminating a long-standing maintenance burden and aligning with the modern microservices stack.
- Selected by the company among a small cohort of heavy users for early access to Claude Code; now using it as the primary AI-assisted development tool for daily engineering work.
- Designed and optimised LLM prompts for AI-driven voice and chat services, iterating on quality and cost-efficiency.

#### Production Manager 2021 - 2024

- Designed and shipped production features as a senior IC, including AI voicemail summaries (LLM-powered), a VoIP voicebot PoC (Asterisk + Deepgram + OpenAI + ElevenLabs), an Electron desktop app, and a bulk TTS CLI tool.
- Built and maintained Python microservices deployed on AWS with Docker, supporting core product functionality.
- Drove LLM evaluation and adoption for new AI-driven service offerings - directly contributing to product differentiation.
- Coordinated with telecom regulators across multiple countries to maintain compliance with local laws.
- Maintained legacy Perl systems while progressively migrating critical modules to Python.
- Pioneered AI-assisted development within the engineering team using Copilot code suggestions, Cline & RooCode.

#### Manager, Innovation Group 2016 - 2021

- Managed a 5-person Fraud & Regulations team responsible for verifying new credit card payments, conducting customer KYC checks, monitoring for fraud, and handling abuse complaints from law enforcement and carrier partners.
- Built and refined the fraud detection and compliance processes that became foundational to the company's trust and safety operations.
- Proposed and implemented customer experience enhancements that fed directly into new product specifications.
- Developed internal tooling to support customer service and regulations workflows.
- Managed website content strategy and technical upgrades.

#### **Subject Matter Expert** *2014 - 2016*

- Managed technical escalations and conducted quality reviews for the support team.
- Led CRM system migration, streamlining customer support workflows and reducing resolution time.

#### **Technical Support Engineer** *2011 - 2014*

- Joined as Sonetel's first dedicated full-time support hire - prior to this role, customer support was handled part-time by one of the company's founders.
- Established the foundational processes, workflows, and documentation for customer support that the team continued to build on, including practices later adopted by the fraud and regulations function.
- Delivered customer support via email and chat with consistently high satisfaction scores.
- Trained subsequent hires and authored internal process documentation adopted across the support team.

### **CADD Centre**

#### **Team Lead** *2010 - 2011*

- Managed scheduling and availability for a team delivering CAD software training and partner programmes.
- Collaborated with IT on maintaining hardware and software across computer labs.
- Drove promotional activities to increase course enrolment and partner engagement.

#### **Customer Care Engineer** *2008 - 2010*

- Trained franchisee partners on SolidWorks, ANSYS, and AutoCAD.
- Conducted on-site client training and product demonstrations.

### **NOTABLE PROJECTS**

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- VoIP AI Voicebot (PoC → Production path): Designed and built a voicebot using Asterisk, Deepgram (STT), OpenAI, and ElevenLabs (TTS). Demonstrated feasibility for production voice AI on the Sonetel platform.
- LLM Voicemail Summaries (Live): Designed and managed delivery of AI-generated voicemail summaries using LLMs - shipped to the full active user base of tens of thousands.
- Website Performance Overhaul (Live): Reduced PHP & MySQL response times from 3.5s to 0.3s (90% improvement) across the production platform.
- Perl → Python Notification Module (Live): Migrated legacy notification service to Python; running in production, improving maintainability and deployment velocity.
- Serverless LLM Gateway (Live): Built event-driven serverless microservice acting as an interface layer between internal APIs and third-party LLMs.
- Internal Tracking System: Designed and developed a tracking system used by customer support and the regulations team for KYC updates.
- Telecom Carrier Migration: Managed full migration of telecom carrier with minimal service disruption.
- Hobby IoT: Home automation with Raspberry Pi; automatic motorcycle headlight controller using ATtiny85.

### **EDUCATION**

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- Bachelor of Engineering in Mechanical Engineering - Army Institute of Technology, Pune University