

ASHISH SAINI

AI & Engineering Leader | GenAI · Agentic AI · Computer Vision · Architect

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SUMMARY

AI and engineering leader with 15+ years building high-availability, scalable products, including two products and teams taken from zero to scale as a founding engineer, with the last 5 years spent moving generative AI, computer vision, and AR from research into production at consumer scale. I lead cross-functional AI/AR/Data teams, ship GenAI systems serving millions of users, and consistently tie technical work to measurable revenue and cost outcomes. I stay close to the architecture while owning team, strategy, and delivery: the combination modern AI leadership demands.

CORE COMPETENCIES

- **AI / GenAI:** LLMs & multimodal models, multi-agent & self-learning agents, RAG, recommendation systems, computer vision, image/video generation, model training & evaluation
- **Platform & Infra:** AWS, microservices, serverless (Lambda), MySQL, Elasticsearch, MongoDB, Redis/Memcached, high-availability & fault-tolerant systems, load balancing, CI/CD, large-scale messaging & telephony infrastructure
- **Leadership:** Team building & hiring, cross-functional leadership, technical strategy, build-vs-buy decisions, stakeholder alignment, culture & retention
- **AR / 3D:** Virtual try-on (AR VTO), real-time 2D/3D try-on, on-device/edge CV, Blender automation, 3D asset pipelines, cross-platform AR (Android, iOS, Web)

EXPERIENCE

CTO & Co-Founder, Comify

Feb 2025 – Present

Intelligent, omnichannel customer-communication infrastructure for large consumer brands.

- Co-founded the company and architected a multi-agent communication platform handling 50M+ daily messages (push, WhatsApp) for major brands including Lenskart and Cars24.
- Designed an extensive serverless backend of 50+ production AWS Lambda functions to orchestrate and deliver communications at scale with minimal cost.
- Built a product-photoshoot image & video generation tool using vision LLMs (Gemini, Claude, Higgsfield) that turns product images into on-brand ad creatives in bulk from style guidelines, cutting catalogue creative cost ~30% and dramatically reducing turnaround.
- Designed self-learning agents, including a copywriting agent that researches a brand's domain, applies psychological triggers to generate templates, then continuously optimizes them against live click-through data.
- Built an event-history / clickstream recommendation system (recently-viewed, popular, demography-based) that lifted revenue 60–80% on targeted communication workflows versus untargeted sends.
- Hired and now lead a cross-functional team across frontend, backend, AI, and data engineering, applying agentic engineering practices to accelerate delivery without compromising reliability.

AI & AR Research Lead, Lenskart

May 2022 – Jan 2025

Built and led the AI / AR / Data Science team (grew 1 → 12) driving GenAI, virtual try-on, and catalogue intelligence; partnered directly with co-founders and senior product leadership on roadmap and ideation.

- Delivered best-in-class AR virtual try-on to millions of users across Android, iOS, and Web, contributing a ~9% lift in online revenue since launch.
- Built real-time eyeglass-removal on the live AR video feed, running at 12+ FPS on an iPhone 12, enabling accurate try-on for existing spectacle wearers.
- Launched contact-lens try-on for the Aqualens sub-brand, increasing sales by 20%+ in markets such as the UAE.
- Architected a GenAI product-photoshoot pipeline (Stable Diffusion + ComfyUI) that raised model-photoshoot coverage from 73% to 100% in one month, removing a major catalogue bottleneck and reducing photoshoot cost.
- Revamped the 3D try-on asset pipeline with Blender automation and purpose-built QA apps, lifting 3D asset coverage from 65% to 92% in three months while improving quality and cutting asset development time ~30%.

- Shipped a real-time 2D image try-on in a single week, replacing a third-party vendor and saving ~\$0.8M in annual licensing costs.
- Conceived an auto-tagging agent that style-tags thousands of catalogue products weekly, improving search relevance and lifting revenue ~0.5%.

Director of Technology / CTO, MyOperator (formerly VoiceTree) Jun 2012 – Feb 2022

Founding engineer at one of India's fastest-growing cloud-telephony companies; progressed Software Engineer → Principal Architect → Director of Technology as the business scaled from its first customer to 10,000+ paying customers.

- Built two cloud-telephony products from scratch and owned end-to-end architecture for a high-availability platform spanning 100+ servers at peak, sustaining a 99.9% uptime SLA.
- Created CODAC, a phone-number-verification product for e-commerce that peaked at 10M+ calls/day and generated ~\$12M annual revenue with a 3-person team, serving clients including Lenskart, Snapdeal, and Myntra; built the distributed architecture (PHP → Python, MySQL, Redis/Memcached, 10+ telephony servers).
- Designed multi-server, load-balanced, fault-tolerant cluster architectures with custom tooling for number distribution across servers, continuously re-architecting the platform for scale.
- Led pioneering cloud-telephony AI research: raw-audio emotion/anger recognition, audio keyword detection, telephony voicebots, text-to-speech / speech-recognition foundations, and neural-network anomaly detection on time-series data.
- Led and grew a 30+ person engineering org (backend, DevOps, QA); recognized repeatedly by founders for building a strong culture with the lowest attrition across departments.

Software Engineer, WeDig Technologies

Jul 2011 – Jun 2012

- Built CRUD web applications for clients.

SELECTED PERSONAL PROJECTS & R&D

- **Digital Twin video automation:** AI agent that produces fully automated talking-avatar / news videos.
- **Videofarm:** API-driven layout engine that programmatically generates videos, powering automated video pipelines.
- **SnapStitch:** apparel catalogue photoshoot app that generates on-model product imagery.
- **Agentic development system** built on Claude Code for autonomous, AI-driven software development.
- **Trained custom AI models:** audio anomaly detection, keyword & anger detection in audio, and a custom text-to-speech model.
- **Home security system** on Raspberry Pi with on-device detection.

EDUCATION

B.E., Information Technology, Maharshi Dayanand University

2007 – 2011