

Ashish Singh

Salesforce Architect · 8 Years · 13 Certifications

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SUMMARY

Certified Salesforce Architect with 8 years architecting customized CRM solutions, streamlining workflows through Flow and Apex automation, and leading platform migrations — including one that cut processing times by 40%. Skilled in Lightning Web Components and Experience Cloud, with scalable portals and systems delivered for global clients including Apple. Runs Agile projects end-to-end at 95% client satisfaction. Currently building AI-powered developer tooling (ApexDebugger), applying the same architectural judgment to code review automation. A Gen AI enthusiast who applies AI tooling deliberately across the development lifecycle — using Claude, GitHub Copilot, Cursor, and Antigravity to accelerate prototyping, automate review cycles, and compress repetitive engineering work into seconds. Comfortable identifying which problems deserve handcrafted precision and which deserve fast, AI-accelerated iteration. Portfolio: ashish001singh.com

SKILLS

Core: Apex, Visualforce, LWC, Lightning Aura Components

Automation: Flow, Process Builder, Triggers, Batch/Queueable/Async Apex

Integration: REST/SOAP APIs, MuleSoft, ETL Tools, External Services, OmniStudio

Agentforce & AI: Agent Builder, Autonomous Agent Config, Atlas Reasoning

Data & Events: SOQL, SOSL, Platform Events, CDC, Data Cloud

Clouds: Sales, Service, Experience, Manufacturing Cloud

Security: Sharing & Visibility, Field-Level Security, OAuth, Territory Mgmt

Testing: JEST, Apex Testing, Reports & Dashboards, Approval Process

WORK HISTORY

Lead Technology

Jun 2025 – Present

Synechron Technologies · Pune, India

- Led the effort to decommission a legacy managed package (T1Deco) and architected its in-house replacement — covering meeting notes, call reports, and opportunity and client sharing — eliminating a costly third-party dependency and saving the client millions of dollars.
- Led a team to build a new Fund management application from the ground up, integrating Fund, Asset, Pricing, Performance, and Investor data from a third-party system through a data harmonization layer.
- Designed floating notes that let bankers annotate Fund records without leaving their current page or workspace, and built the sync logic keeping internal and external Fund data consistent.
- Built multi-source visualizations combining third-party and internal Fund data into graphs bankers use directly within their workspace.
- Developed and maintained Salesforce Email Services that automated 500+ inbound requests monthly, reducing manual intervention by 40% and improving response time by 30%.
- Drove efforts to achieve both short-term and long-term business goals by specifying optimal Salesforce technology solutions aligned with business needs and budget requirements.
- Defined and communicated value propositions and technical requirements to stakeholders through clear documentation and impactful in-person presentations, ensuring alignment between business and technical teams.

Technical Consultant

Mar 2022 – Jun 2025

Salesforce India Pvt. Ltd. (Apple) · Pune, Maharashtra

- Migrated Opportunity Management from legacy CRM to Salesforce, reducing data processing time by 40% and boosting sales productivity by 25%.
- Automated processes using Flows and Triggers, cutting manual tasks by 50% and improving user adoption by 30%.
- Developed reusable Lightning Web Components (LWCs) with JEST testing, shortening development cycles by 20% for 70+ users.
- Integrated Salesforce with Conga and Box using Change Data Capture and Platform Events, enhancing data sync efficiency by 60%.

- Led POCs for Rebate Management and Data Processing Engines, identifying solutions that improved scalability by 15%.
- Architected technical designs for Agile projects, ensuring zero-defect deliveries within 10% tighter timelines.
- Delivered client training and demos on Sales Cloud and Einstein Analytics, increasing adoption rates by 35%.
- Guided cross-functional teams as SME, resolving 95% of technical issues within 24 hours.

System Engineer

Feb 2021 – Feb 2022

Great Software Laboratory · Pune, Maharashtra

- Directed Experience Cloud projects, delivering tailored community portals for 10+ diverse clients.
- Developed LWC-based portal for course admissions, streamlining payments and automating enrollment, saving 15 hours weekly.
- Built Trailhead-inspired portal using LWCs and batch classes, improving badge sorting accuracy by 30% and user engagement by 40%.
- Engineered case management portal with LWCs, automated notifications, and escalation rules, reducing case resolution time by 25%.
- Implemented queueable classes for outbound communications, enhancing system efficiency by 20%.
- Optimized portal performance with dynamic reporting, increasing client satisfaction by 35%.
- Customized Service Console with macros, quick actions, and dynamic layouts, boosting agent productivity.
- Integrated Knowledge Base and Chatbot for self-service support, reducing inbound case volume.

System Engineer

Jul 2018 – Feb 2021

Tata Consultancy Services · Mumbai, Maharashtra

- Built Loan Management System for diverse clients, streamlining loan processing for 10,000+ users.
- Designed lead generation and approval workflows, reducing loan cycle time by 30%.
- Automated disbursement and collection processes, improving financial operations efficiency by 25%.
- Migrated large-scale data using PL/SQL, ensuring 100% data integrity for 5+ clients.
- Optimized Siebel CRM performance by tuning queries, boosting system speed by 35%.
- Integrated Siebel CRM with external systems via XML and EAI, enhancing data flow by 40%.
- Collaborated with stakeholders to deliver tailored solutions, achieving 95% client satisfaction.
- Provided ongoing support, resolving 90% of technical issues within 24 hours.

EDUCATION

Academy of Technology, Kolkata, West Bengal

Bachelor of Engineering (B.Tech) in Electronics and Communication · May 2018 · GPA 8.56

Hind Motor High School, Hind Motor, West Bengal

Higher Secondary School Certificate in Science · May 2014 · GPA 72.2%

CERTIFICATIONS

Claude Certified Architect Foundation

Salesforce Certified AI Specialist
 Salesforce Certified Sales Cloud Consultant
 Salesforce Certified Data Cloud Consultant
 Salesforce Certified Platform Developer II
 Salesforce Certified Platform App Builder
 Salesforce Certified Omni Studio Developer

Salesforce Certified Sharing & Visibility Architect
 Salesforce Certified Experience Cloud Consultant
 Salesforce Certified Service Cloud Consultant
 Salesforce Certified Platform Developer I
 Salesforce Certified JavaScript Developer I
 Salesforce Certified Administrator