

Deveshwar Jaiswal

Staff-Track Frontend Platform Engineer · Frontend Engineering Lead

+91-9519127275 | deveshwar.jaiswal996@gmail.com | linkedin.com/in/deveshwar-jaiswal-frontendninja | beyondcodekarma.in |
Varanasi, India (Remote)

PROFESSIONAL SUMMARY

Staff-track frontend platform engineer with 7+ years of experience, having built the entire frontend surface of India's largest edtech platform (PhysicsWallah) from the ground up - spanning batches, payments, test engine, video player, blogs, and ecommerce.

Operates across architecture, performance, SDK development, and cross-team delivery for revenue-critical products. Currently leads the Ecom vertical end-to-end (PW Store, ₹200+ Cr revenue) and the Batches frontend vertical that powers PW's live and recorded classes - a primary revenue source. Translates platform strategy into measurable outcomes: a revamped Auth SDK that lifted signups ~50%, Mobile Lighthouse 44 → 88, and LCP 22.9s → 2.7s on business-critical journeys. In 2022, trained and led a 20+ engineer frontend team before formal pods existed, then seeded those engineers across pods and verticals where they went on to own critical surfaces.

CORE COMPETENCIES

Frontend Platform Architecture Web Performance (Core Web Vitals) Micro Frontends Auth & Identity Systems

Migration Strategy SDK Development Technical Leadership Code Reviews & Technical Specs Open-Source Development

EXPERIENCE

PhysicsWallah (PW) Nov 2021 - Present

Senior Software Engineer - Ecom Tech & Revenue Frontend (Staff-track scope)

- Vertical ownership.** Lead the Ecom vertical end-to-end (PW Store, ₹200+ Cr revenue) and the Batches frontend vertical that powers PW's live and recorded class ecosystem - a primary revenue source.
- Team leadership.** In 2022, led and trained a 20+ engineer frontend team before formal pods existed, then seeded those engineers across pods and verticals where they went on to own critical surfaces. Ongoing code reviews, technical specs, architecture governance, and mentorship.
- Auth SDK.** Designed and built the revamped org-wide Auth SDK (TypeScript + Lit Web Components) - lifted signups ~50% and standardized auth flows across Angular, React, and Astro.
- Micro-frontend architecture.** Contributed to PW's micro-frontend architecture - Angular MFEs via Nx, then React + Rspack Module Federation across 4 storefronts. Introduced iframe-based flows for web and Android that accelerated release cycles.
- Web performance & DX.** Led the PW Store Blogs migration from Next.js to Astro - Mobile Lighthouse 44 → 88, LCP 22.9s → 2.7s. More recently migrated the blogs' Astro islands from React to Preact, cutting build times 7s → 2s.
- Product & platform.** Rolled out Lit Web Components as shared UI primitives across frameworks; delivered the LMS website; integrated Razorpay/Juspay payments, a test & exercise engine, and a Video.js player (YouTube, Vimeo, HLS, AWS Live).

PenPencil Jan 2019 - Nov 2021

Frontend Lead (Apr 2021 - Nov 2021) · Software Engineer, Frontend (Jan 2019 - Mar 2021)

- Owned frontend delivery across web, mobile, and desktop applications using Angular and Ionic; led engineers on planning, quality, and release standards.
- Built and maintained cross-platform applications and implemented UI systems, API integrations, and production performance improvements for student-facing products.

SELECTED PROJECTS

Tithi Mala (Panchang App) Full-Stack · Live

Astrological compatibility and Panchang app. Pure static Astro frontend (zero React islands, Tailwind CSS v4) backed by a Rust/Axum API on AWS Lambda (arm64, provided.al2023) with Tokio-Postgres and single-connection reuse via `once_cell`.

Rust · Axum · AWS Lambda · Tokio-Postgres · Astro · Tailwind CSS

PW Store Blogs - Astro Migration Lighthouse 44→88 · LCP 22.9s→2.7s · build 7s→2s

Migrated the ecommerce blog platform from Next.js to Astro, then moved its islands from React to Preact for a leaner runtime and faster builds. Authored the architecture decision, executed, and owned it post-launch.

Astro · Next.js · Preact · Core Web Vitals

PW Auth SDK (Revamp) Signups ↑ ~50%

Revamped org-wide authentication SDK - TypeScript + Lit Web Components - adopted across PW products and internal tools. Eliminated duplicated auth and standardized flows across frameworks.

TypeScript · Lit · Web Components · SDK

Beyond Code Karma Open Engineering Signal · Live

Developer-focused content site on Astro, deployed to AWS S3 + CloudFront with CloudFront Functions for security headers (CSP, HSTS), ACM SSL, and automated deploys.

Astro · AWS S3 · CloudFront · ACM SSL

EDUCATION

B.Tech in Computer Science · Jaypee University of Information Technology

2014 - 2018

SKILLS

Frameworks: React, Angular, Astro, Next.js, Ionic, Lit

Languages: TypeScript, JavaScript, HTML/CSS, Rust

Build & Tooling: Rspack, Vite, Bun, Webpack, pnpm workspaces

Platform: Module Federation, Nx monorepo, Lit Web Components, Auth SDK

Cloud & CI/CD: AWS S3/CloudFront, AWS Lambda (arm64), GitHub Actions, Docker

Backend: Rust/Axum, Tokio-Postgres, Neon Postgres

Open Source: 54+ public repos · 100+ stars · github.com/svssdeva