

# Deveshwar Jaiswal

## Staff Frontend Platform Engineer / Frontend Engineering Leadership

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### PROFESSIONAL SUMMARY

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Staff-track frontend platform engineer and frontend engineering lead with 7+ years of experience building reusable systems, improving web performance, and driving cross-team delivery for revenue-critical products. Known for translating technical strategy into measurable outcomes, including Mobile Lighthouse 44 to 88 and LCP 22.9s to 2.7s on business-critical journeys.

### ROLE POSITIONING

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- Staff Frontend Platform Engineer (Architecture + Performance)
- Frontend Engineering Lead (Delivery + Cross-functional execution)
- Frontend Engineering Manager (Tech-lead manager responsibilities, mentorship, standards)

### CORE COMPETENCIES

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- Frontend platform architecture and reusable system design
- Performance engineering and Core Web Vitals optimization
- Authentication and identity platform design
- Framework-agnostic component systems (Lit-based web components)
- Migration strategy and execution (Angular -> React, Next.js -> Astro)
- TypeScript/JavaScript, Vite/Bun tooling, standards, mentorship, architecture governance

### EXPERIENCE

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PhysicsWallah (PW) | Senior Software Engineer (Staff-track frontend scope) | Nov 2021 - Present

- Leading Ecom Tech and Revenue Frontend vertical execution with a 5-engineer team across storefront ecosystems.
- Designed and owned an org-wide Authentication SDK used across products and internal tools.
- Led rollout of Lit-based web components across Angular, React, Astro, and internal tooling.
- Drove Angular -> React and Next.js -> Astro migrations for revenue-critical surfaces.
- Improved Mobile Lighthouse 44 -> 88 and LCP 22.9s -> 2.7s.
- Defined performance and maintainability standards; mentored engineers on architecture decisions.

PenPencil | Frontend Lead | Apr 2021 - Nov 2021

- Owned frontend delivery across web, mobile, and desktop applications using Angular and Ionic.
- Led engineers on planning, quality, and release execution while improving UI consistency.

PenPencil | Software Engineer (Frontend) | Jan 2019 - Mar 2021

- Built and maintained cross-platform applications using Angular, Ionic, and TypeScript.
- Implemented UI systems, API integrations, and production performance improvements.

### SELECTED HIGH-IMPACT INITIATIVES

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PW Auth SDK: built and scaled an org-wide authentication platform to standardize auth behavior.

PW Store Blogs Migration: led Next.js -> Astro migration with major SEO/performance gains.

PW Store Ecosystem: coordinated multi-store delivery quality and roadmap execution.

PW Batches Revamp: led Angular -> React POC and introduced Vite + Bun for faster feedback loops.

### OPEN SOURCE SIGNAL

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Maintains an active public GitHub profile; portfolio includes 54 public repositories and 100+ stars across frontend performance tooling, Astro/Bun experiments, WASM/Rust learning projects, and full-stack prototypes.

### EDUCATION

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B.Tech in Computer Science, Jaypee University of Information Technology (2014 - 2018)