

# Deveshwar Jaiswal

## Staff-Track Frontend Platform Engineer | Frontend Engineering Lead

Varanasi, India | [deveshwar.jaiswal996@gmail.com](mailto:deveshwar.jaiswal996@gmail.com) | [linkedin.com/in/deveshwar-jaiswal-frontendninja](https://linkedin.com/in/deveshwar-jaiswal-frontendninja) | [github.com/svsssdeva](https://github.com/svsssdeva)

### SUMMARY

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Senior Frontend Engineer with 7+ years of experience building platform-level systems at scale. Operating at staff-level scope: org-wide frontend SDKs, framework-agnostic component systems, migration strategy, and cross-team architecture standards. Drove measurable impact on revenue-critical journeys (Mobile Lighthouse 44 -> 88, LCP 22.9s -> 2.7s) while mentoring engineers and leading multi-team execution.

### CORE STRENGTHS

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Frontend Platform Architecture | Web Performance (Core Web Vitals) | Auth & Identity Systems | Web Components (Lit) | React, Angular, Astro, Next.js | TypeScript/JavaScript | Vite/Bun Tooling | DX Standards | Cross-Team Technical Leadership

### EXPERIENCE

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#### PhysicsWallah (PW)

Nov 2021 - Present

*Senior Software Engineer (Staff-track frontend scope)*

- Leading the Ecom Tech vertical and Revenue Frontend vertical for PW Store ecosystem, coordinating roadmap, execution, and release quality with a 5-engineer team across multiple storefronts.
- Designed and owned an org-wide Authentication SDK adopted across multiple products and internal tools, standardizing auth flows and reducing duplicated implementation.
- Led proof-of-concept and rollout of Lit-based Web Components as framework-agnostic UI primitives across Angular, React, Astro, and internal tooling ecosystems.
- Drove framework migrations (Angular -> React; Next.js -> Astro) for revenue-critical experiences to improve SEO, performance, and delivery velocity.
- Improved Mobile Lighthouse from 44 to 88 and reduced LCP from 22.9s to 2.7s through architecture and performance optimization.
- Defined frontend standards for performance and maintainability; mentored 5-6 engineers and influenced architecture decisions across pods.

#### PenPencil

Apr 2021 - Nov 2021

*Frontend Lead*

- 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 and baseline performance standards.

#### PenPencil

Jan 2019 - Mar 2021

*Software Engineer (Frontend)*

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

### SELECTED HIGH-IMPACT PROJECTS

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- PW Auth SDK (TypeScript + Web Components): Built and scaled org-wide authentication platform used across multiple product surfaces.
- PW Store Blogs (Next.js -> Astro): Led migration with major UX/SEO gains (Lighthouse 44 -> 88; LCP 22.9s -> 2.7s).
- PW Store Ecosystem: Managed frontend+backend delivery across PW Store, MedEd Store, Xylem Store, and UC Store; drove sprint planning and release quality.
- PW Batches Revamp (Angular -> React): Led POC and setup for flagship revenue platform; introduced Vite + Bun tooling to improve delivery speed.

### OPEN SOURCE & PERSONAL ENGINEERING SIGNAL

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Built and maintained 54 public repositories with 100+ GitHub 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)