

Deveshwar Jaiswal

Frontend Engineering Manager (Tech-Lead Manager) | Platform & Delivery

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

SUMMARY

Frontend leader with 7+ years of experience driving cross-team execution, platform modernization, and business-critical delivery. Leads engineering initiatives spanning architecture, people mentorship, and stakeholder alignment, with a strong bias toward measurable customer and revenue impact.

CORE STRENGTHS

Engineering Leadership | Program & Delivery Ownership | Frontend Platform Strategy | Cross-Functional Collaboration | Performance & SEO Outcomes | Mentorship | Architecture Governance

EXPERIENCE

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.
- Owned delivery across ecom and revenue-critical frontend surfaces, partnering with product, backend, and design to keep roadmap and quality aligned.
- Mentored engineers, delegated ownership, and shaped execution standards to improve predictability, speed, and engineering quality.

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

- 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

Maintains an active public GitHub profile that supports hiring brand, technical credibility, and continuous learning culture.

EDUCATION

B.Tech in Computer Science

Jaypee University of Information Technology (2014 - 2018)