

# Deveshwar Jaiswal

## Staff Frontend Platform Engineer | Architecture & Performance

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

### SUMMARY

---

Staff-track frontend platform engineer focused on reusable architecture, web performance, and cross-framework system design. Builds high-leverage frontend infrastructure (auth SDKs, component platforms, migration frameworks) used by multiple teams. Known for translating platform strategy into measurable product outcomes and stable delivery across high-growth environments.

### CORE STRENGTHS

---

Platform Architecture | Performance Engineering | Core Web Vitals | Auth & Identity | Web Components (Lit) | React/Angular/Astro | TypeScript | Build Tooling (Vite/Bun) | System Design

### 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.
- Architected and operationalized frontend standards for maintainability, performance budgets, and migration playbooks across teams.
- Mentored engineers on platform mindset, architecture reviews, and long-horizon technical decision making.

#### 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

---

Public GitHub portfolio demonstrates deep experimentation in modern frontend runtimes, performance tooling, and systems-adjacent engineering.

### EDUCATION

---

#### B.Tech in Computer Science

Jaypee University of Information Technology (2014 - 2018)