Prem Kumar S

Senior Frontend Engineer | React, Next.js, TypeScript | 5+ years building high-traffic e-commerce web apps

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WORK EXPERIENCE

91Social (deployed full-time at Quince) **Bengaluru, India**

SDE-3, Storefront Platform & Martech

April 2025 – September 2026

- Rolled out per-request server-side rendering (off the CDN) across collection and product pages, and built the first **per-user personalized** path ("Picked for you") through SSR and the BFF without breaking its cache.
- Pre-scaled SSR and backend-for-frontend (BFF) autoscaling for Black Friday/Cyber Monday (BFCM) at **4–5x normal traffic**, holding **p95 latency under 70ms (SSR) and 50ms (BFF)**.
- Built server-side Statsig experiments on collection pages: the variant renders into the HTML and the browser SDK starts with the same values, so there is **no flicker**; added QA forced buckets and fail-open configs.
- Built a swipeable mobile product-image carousel for collection and search pages; caught a **2x LCP regression in QA** and fixed it by not loading off-screen slides until first touch, cutting image payload **from ~2.1MB to ~720KB**.
- Designed and built a network-interceptor SDK (pre-launch) that monitors third-party tracking pixels across fetch, XHR, sendBeacon and service worker, adding **~13 microseconds per request** and a **~3.6KB** bootstrap in benchmarks.
- Hardened the Playwright pixel-validation suite for the PR pipeline: a pixel passes only if the vendor's server answers; fixed a bug where crashed runs were reported to Slack as passing.
- Fixed Meta Conversions API (CAPI) deduplication across storefront and checkout so **each conversion is counted once** (event IDs sat in the wrong field); sent _fbp/_fbc and hashed city/state to improve Event Match Quality.
- Built click-ID capture and server-side forwarding for Reddit, Snapchat, X, Pinterest, AppLovin and OpenAI, plus an OpenAI CAPI template with per-storefront credential routing; launched Reddit CAPI on time with **$10K in ad credits** before BFCM.
- Fixed back-button scroll restoration on product pages so **shoppers land where they left**.
- Owned on-call during peak sales: resolved 5xx spikes and shipped hotfixes with OpsGenie, Datadog and ArgoCD.

Zillit **Delhi, India**

SDE-II

November 2023 – December 2024

Zillit-web

- Rebuilt the beta web app's frontend with Vite, React, Redux and Dexie (IndexedDB) and **led a small dev team**.
- Delivered secure auth, a Google-style calendar, end-to-end encrypted chat, calls and video over WebSockets, and service-worker + Firebase (FCM) push notifications.
- Shipped features used by global clients including **BBC, Netflix, Prime and Film Finance**.

Antino Labs **Gurugram, Haryana, India**

React JS Developer

July 2022 – June 2023

LIC Mutual Fund (KFintech)

- Migrated a .NET web application to React and Node.js.
- Built a page running **15 separate business modules on one screen** with reusable components and Redux.

Treatment Traveller **Noida, Uttar Pradesh, India**

Frontend Web Developer

December 2020 – July 2022

Hosplan

- Built Hosplan in React, letting users search hospitals and doctors across India and book appointments directly.

BUILDS

Rovelle (rovelle.app, building): turns cooking reels into recipes. TypeScript backend (Fastify, Postgres, BullMQ) with speech recognition (Sarvam Saaras, Whisper), frame OCR and a Gemini structurer with retries and budgets; React Native app.

EDUCATION

Bachelor of Engineering in Computer Science, Loyola Institute of Technology, Chennai 2020

SKILLS & INTERESTS

Frontend: React, Next.js, React Native, Redux, TanStack Query, Panda CSS, styled-components, Vite, Webpack
Languages & backend: JavaScript, TypeScript, Node.js, NestJS
Testing: Jest, Vitest, React Testing Library, Playwright
Web platform: Server-side rendering, Core Web Vitals, Service Workers, IndexedDB, WebSockets, A/B testing (Statsig)
Martech: Web GTM, Server-side GTM, Conversions APIs (Meta, Reddit, Snapchat, TikTok, Pinterest), Mixpanel
Cloud & tools: AWS (S3, CloudFront), Kubernetes, ArgoCD, Datadog (APM, RUM), Sentry, OpsGenie, Contentful, Retool
Community: Writer and content moderator, DEV Community