

# Pranav K S

## Lead Frontend Developer

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### Professional Summary

Frontend Lead with 7 years of experience building and scaling high-traffic web products. Known for driving end-to-end ownership - from architecture and performance engineering to team leadership and hiring. Comfortable operating at the intersection of engineering depth and cross-functional collaboration, with a track record of shipping at scale and raising the bar for the teams around me.

### Work Experience

#### Lead Frontend Developer | SurveySparrow | Jun 2022 - Apr 2026

- Led, managed, and mentored a 4-person frontend web team; owned sprint planning, technical architecture, code reviews, and performance reviews.
- Architected and delivered a full migration of 3,000+ pages of surveysparrow.com from WordPress to React, Next.js, and Strapi CMS - leveraging Server Components, Streaming, and the App Router - including the project foundation.
- Drove Technical SEO and Core Web Vitals optimisation across all tracked URLs - took every page from poor/needs improvement to good on a 1M+ monthly visitor website, with Lighthouse performance scores rising from 20-30 to 90-100.
- Developed custom features and admin workflows across CMS dashboards, building complex client-side SPA interfaces with rich interactive UI.
- Independently shipped 3 new product websites from scratch using React, Next.js, and Payload CMS - sparrowcrm.com, sparrowgenie.com, and peopleinsales.com.
- Built internal tooling including component libraries, a website starter kit, and 3 Payload CMS plugins used org-wide by content teams.
- Leveraged AI-assisted development tooling to increase delivery velocity across the team.
- Implemented Internationalisation (i18n), enabling SurveySparrow's website to serve a global multilingual audience.
- Owned release management, environment configuration, and CMS content modelling; set up A/B testing architecture and maintained technical documentation for team onboarding and knowledge sharing.
- Participated in company-wide hiring: conducted 200+ interviews and hired 10+ frontend engineers across multiple teams.
- Implemented app-level and CDN-level caching with cache revalidation strategies.
- Handled security, compliance, and observability: implemented cookie consent manager for GDPR, enforced CSP headers, resolved security findings from VAPT audits and integrated SonarQube workflow; set up analytics and monitoring tooling.
- Established team-wide coding standards, linting rules, style guides, and Git workflows; implemented pipelines for automated linting, testing, and security scans.
- Built and maintained internal APIs and Server Actions to support website functionality.
- Collaborated with marketing, design, sales, backend, DevOps, security, and legal teams to deliver high-quality, compliant web experiences.

- Defined mobile app architecture for SparrowCRM product using React Native and Expo, laying the technical foundation ahead of its launch.

#### **Senior Frontend Developer** | [SurveySparrow](#) | Dec 2021 - Jun 2022

- Owned SurveySparrow's marketing website end-to-end, leading delivery and continuous improvement across design, performance, and SEO.
- Mentored junior frontend developers through regular code reviews and pair programming.
- Delivered pixel-perfect, performant, and accessible pages including animated and interactive UIs; stack: Vanilla JavaScript, SCSS, and Bootstrap.
- Built robust UI with proper error handling, loading states, and fallback experiences throughout the website.
- Integrated third-party tools including chat widgets and marketing platforms.

#### **Frontend Developer** | [SurveySparrow](#) | Aug 2020 - Dec 2021

- Built pixel-perfect, performant, responsive, and cross-browser compatible pages and reusable UI components with strong focus on performance and accessibility.
- Developed HTML email templates with robust email client compatibility, including Outlook support.

#### **UI Developer** | [Genius Group Global](#) | Aug 2019 - Aug 2020

- Developed dynamic web interfaces; optimised page load performance.

## **Skills**

**Languages & Markup:** HTML, CSS, JavaScript, TypeScript

**Frameworks & Libraries:** React, Next.js, React Native, Expo

**Styling:** Tailwind CSS, SCSS, Radix UI, Bootstrap

**State Management:** Zustand, Redux Toolkit, Context API

**Data Fetching:** TanStack Query, SWR

**CMS & Backend:** Strapi, Payload CMS, WordPress

**Testing:** Vitest, Jest, Playwright

**Tooling & Build:** Webpack, Vite, Turbopack, ESLint, Biome, Storybook, Lerna (Monorepo)

**Performance & SEO:** Core Web Vitals, Lighthouse

**AI:** Claude Code, Cursor, MCPs

## **Education**

**B.Tech, Computer Science Engineering** | Holy Grace Academy of Engineering, Mala, Kerala | 2019