

Purv Hariprasad Jeja

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Professional Summary

Frontend-heavy Fullstack Engineer with 4+ years building high-scale consumer and enterprise platforms (100K+ MAU). Specialized in React, Next.js, and performance optimization, with proven impact on SEO, load times, and developer productivity. Currently leading end-to-end platform development at Lowes India.

Experience

Lowes India

Bengaluru, India

Software Engineer (Frontend-heavy Fullstack)

Oct 2024 – Present

- Designed and built a scalable legal documentation platform from scratch, enabling dynamic template creation and reducing document turnaround time by **40%**.
- Built a custom **Rich Text Editor** with structured templates and collaborative workflows, improving internal authoring efficiency and reducing manual formatting overhead across teams.
- Architected backend services and database schema for AP Posting system; implemented scheduled processing to validate invoices and generate summarized discrepancy reports via email.
- Designed and enhanced notification APIs to aggregate and **batch error events**, improving observability and reducing redundant email noise.
- Led **user management** and **role-based** access control design across multi-application platform supporting diverse internal users.

Cricbuzz (Times Internet)

Bengaluru, India

Software Engineer (Frontend)

Jan 2023 – Sept 2024

- Led development of high-traffic modules (Videos, Auth, Fantasy Handbook) serving **100K+ MAU**, improving load performance and engagement through optimized rendering and **lazy loading** strategies.
- Built and standardized reusable UI component system (lazy loaders, content cards, search modules), reducing feature development time by **25%** and improving consistency across platform.
- Optimized page performance and **SEO** across Match Center and homepage, contributing to improved **search rankings** and faster load times.
- Implemented analytics instrumentation using **CleverTap**, **Google Analytics**, and **GTM**, enabling data-driven product decisions.
- Strengthened platform security by integrating **Recaptcha V2** for authentication flows and improving bot protection.
- Project Zico (Web)**: Designed and implemented authentication system with Google & Apple login; built personalized homepage match cards to improve user engagement.
- Project Maradona (Mobile)**: Led MENA-region user growth initiative by implementing **OTP-based mobile login**, improving onboarding conversion.

AgilePoint India Inc.

Bengaluru, India

Software Engineer

Sept 2021 – Nov 2022

- Developed core modules for a **low-code/no-code platform**, including Data Entity, Page Builder, and management tools.
- Enhanced drag-and-drop functionality and implemented advanced **grid filtering**, improving usability and customization.
- Led **VPAT accessibility** compliance efforts to meet enterprise accessibility standards.

Tequed Labs

Remote

Software Engineer Intern

Sept 2020 – Oct 2020

- Built a machine learning-based **course recommendation system** using Flask and JavaScript.

Projects

Shark Tank India Portal

sharktankindia.info - Information portal for all Shark Tank India seasons.

Built and deployed a full-stack CMS platform (Next.js, Node.js, MongoDB) with TOTP-based authentication and AWS S3 hosting, enabling secure content management for a high-traffic informational portal.

JavaScript & React Mini Projects

github.com/purvjeja/javascript-practice: A collection of React and JS projects exploring hooks, state, and API integrations.

Technical Skills

Frontend: React, Next.js, TypeScript, JavaScript, Tailwind CSS, Angular / **Backend:** Node.js, REST APIs, Java, & PHP

Databases & Tools: MongoDB, MySQL, AWS, Docker, Git, CI/CD, Google Analytics, CleverTap

Education

AMC College of Engineering

Bengaluru, India

Bachelor of Engineering (Computer Science)

Jul 2017 – Jul 2021

Kendriya Vidyalaya

Silvassa, DD&DNH

Class 12 (CBSE)

Mar 2016 – Mar 2017