

# Animesh Pandey

Senior Frontend Engineer

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📍 Bangalore, India

## SUMMARY

**Senior Frontend Engineer** with **7+ years** of experience building scalable, high-performance SaaS platforms and enterprise applications across analytics, automotive retail, and geospatial domains. Expert in **ReactJS**, **TypeScript**, and modern frontend platform engineering with deep experience in **design systems**, **microfrontends**, **SSR**, **accessibility**, and **performance optimization**. Proven track record of shipping customer-facing platforms serving **50k+ daily users**, driving engineering efficiency through **AI-powered automation**, and leading teams on scalable UI infrastructure, testing strategy, and product-thinking-driven development.

## HIGHLIGHTS

- Delivered scalable frontend platform systems powering enterprise SaaS products and customer workflows for **50k+ daily active users**.
- Built reusable design systems, **Storybook**-documented component libraries, and frontend standards – reducing duplicate code by **25%** and improving delivery velocity across multiple squads.
- Introduced **AI-driven engineering workflows** (Agentic AI, LLM-assisted tooling) that reduced repetitive developer effort by **30%**, freeing engineers for higher-leverage product work.
- Led frontend architecture modernization across analytics dashboards, microfrontends, and performance-critical reporting interfaces – improving load times by up to **30%**.

## WORK EXPERIENCE

### Lifesight, Bangalore

#### Senior Software Engineer

Sept 2025 – Present

- Leading frontend platform development for **Lifesight's Unified Measurement OS** – a marketing intelligence SaaS combining **MMM (marketing mix modeling)**, incrementality testing, and causal attribution, enabling enterprise brands to optimize campaign ROI and customer journey insights across channels.
- Contributing to the frontend of **Mia**, Lifesight's agentic AI marketing intelligence agent – surfacing AI-driven recommendations from unified measurement data through interactive, data-rich UI experiences.
- Architected scalable, **SSR-capable analytics dashboards** and reporting workflows using **ReactJS**, **TypeScript**, and **Next.js**, optimized for high-volume enterprise datasets and fast time-to-insight.
- Established **performance budgets** and frontend observability practices – including **Lighthouse** audits, Core Web Vitals monitoring, and bundle optimization – ensuring responsive, reliable interfaces for global enterprise users.
- Implemented **A/B testing** and experimentation infrastructure for growth engineering workflows; drove **accessibility (WCAG – Web Content Accessibility Guidelines 2.1)** and semantic HTML standards across the platform.
- Authored frontend platform standards – reusable UI abstractions, **Storybook**-driven component libraries, and architecture guidelines – accelerating delivery across analytics and growth engineering squads.
- Introduced **automated testing practices** (unit, integration, E2E) using **Jest**, **React Testing Library**, and **Playwright**, significantly improving release confidence and reducing regression cycles.
- Partnered cross-functionally with product, data, and backend teams in an **Agile** environment to translate attribution and analytics requirements into intuitive, high-performance user experiences.
- Mentored engineers on frontend architecture, performance optimization, and scalable component-driven development; led architecture reviews and defined team-wide engineering best practices.

### Tekion, Bangalore

#### Software Engineer

Apr 2022 – Sept 2025

- Owned and scaled **10+ mission-critical frontend modules** across enterprise automotive retail products, driving consistency, reusability, and long-term maintainability.
- Designed and implemented **Storybook**-documented **UI component libraries**, **microfrontend architectures** using **Webpack Module Federation**, and company-wide frontend platform standards – reducing duplicate code by **25%**.
- Built scalable frontend systems using **ReactJS**, **TypeScript**, **Redux**, and **Next.js**; integrated **GraphQL** and **REST APIs** to support complex enterprise data workflows.
- Optimized distributed web applications using lazy loading, code splitting, **Lighthouse** audits, and bundle optimization – reducing load times by up to **30%** for **50k+ daily active users**.
- Automated engineering workflows using **Agentic AI** and LLM-powered developer tooling (GitHub Copilot, internal automation), reducing repetitive engineering effort by **30%** and accelerating sprint throughput.

- Championed **accessibility (WCAG 2.1)**, **responsive design**, and cross-browser compatibility standards; established **CI/CD (Continuous Integration / Delivery)** pipelines via **GitHub Actions** for reliable, automated release workflows.
- Mentored **8+ engineers** through code reviews, Agile sprint planning, and architecture workshops; shaped frontend hiring and onboarding processes.

#### Associate Software Engineer

Jan 2021 – Apr 2022

- Developed enterprise automotive retail applications using **ReactJS**, **Redux**, and **React Native** for mobile-first customer experiences.
- Built **20+ reusable UI components** and microfrontend modules documented in **Storybook**, accelerating feature delivery across engineering teams.
- Improved application performance and UX consistency, contributing to increased dealership adoption and positive customer satisfaction scores.

#### Vassar Labs, Hyderabad

##### Software Development Engineer

Jun 2019 – Jan 2021

- Led frontend development of Kerala-WRIS dashboards using **Angular 8**, **Highcharts**, and **Leaflet**, providing real-time water resource visibility to millions of residents and government stakeholders.
- Built geospatial visualization systems enabling faster operational and policy decisions for government clients.
- Reduced API overhead by **30%** through frontend and network optimization of **AngularJS** dashboards and reporting systems.

#### Software Development Intern

May 2018 – Nov 2018

- Developed a **SCADA monitoring system** for Andhra Pradesh Water Resources using **AngularJS** and **D3.js**, enabling real-time operational dashboards for field teams.

## EDUCATION

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Indian Institute of Information Technology, Design and Management (IIITDM) Jabalpur

B.Tech – Computer Science and Engineering

2015 – 2019 – CPI: 7.9

## SKILLS

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**</> Frontend:** React / ReactJS, Next.js, TypeScript, JavaScript, HTML5, CSS3, Redux, Angular, React Native, Tailwind CSS

**🏗️ Architecture & Platform:** Microfrontends, Design Systems, SSR, Storybook, Module Federation, Performance Budgets, Accessibility (WCAG 2.1), Responsive Design

**🔪 Testing:** Jest, React Testing Library, Playwright, Cypress, Unit / Integration / E2E Testing

**🔧 Build & Tooling:** Webpack, Vite, Turborepo, GitHub Actions, CI/CD, Git, Docker

**📊 Analytics & Data Viz:** GraphQL, REST APIs, Highcharts, Leaflet, D3.js, Reporting Platforms, A/B Testing

**☁️ Backend & Cloud:** Node.js, Express, Microservices, AWS, Azure

**🤖 AI/Automation:** Agentic AI, OpenAI API, LangChain, GitHub Copilot, LLM-powered Developer Tooling

**💻 Languages:** JavaScript, TypeScript, Python, Java