



Pratyush Tewari

DESIGN VISIONARY & TECHNOLOGIST

A seasoned design-technologist with over 15 years experience in building delightful products, leading design teams and promoting good design practices resulting in seamless collaboration between engineering, product, & design.

ptewari.com

hi@ptewari.com

+1 (201) 637-0527

New York

Highlights

- UX Engineering-Design collaboration
- Platform alignment across multiple products
- Accelerating growth through design leadership

Experience

Blue Book Services (PE owned)

Head of UX Design | June 2023 - present day

- Spearheading a comprehensive upgrade of a 120 year old brand: managing the modernization of an outdated design and tech stack with a lean budget, transforming overall UX and brand architecture to position company for accelerated growth
- Driving platform strategy to launch new product categories and aligning existing features



[Case Study ↗](#)

View The Space

Platform Design Lead / Manager | October 2021 - May 2023

- Partnered with five product leads to champion a cross-product vision and delivered a cohesive experience unifying disparate product streams
- Led the platform UX team. Mentored and educated designers, engineers, and QA on interaction patterns, design system foundations, and accessibility design
- Founded design operations and processes to ensure cross-collaboration of design patterns and seamless integration of design systems into various products
- Facilitated collaboration amongst 20+ designers across different squads to contribute to a standardized design system, reducing component redundancy by 6x and eliminating spec development for engineering hand-off



[Case Study ↗](#)



[Terra Design System ↗](#)

Education

Master of Human-Computer Interaction

Carnegie Mellon University

Bachelor of Technology

Motilal Nehru National Institute of Technology

Skills

Product Strategy

Design Leadership
Design Systems
Engineering-Design
Collaboration
Cross-functional alignment
Stakeholder management
Product Roadmap
Feature Refinement

UX/UI Design

Iterative design
Information Architecture
Competitive Analysis
Generative Research
Evaluative Research
Interaction Design
Accessibility Design
Assistive Technology
Rapid Prototyping

JP Morgan Chase

UX Lead, VP Design Systems | May 2018 - October 2021

- Led the UX design and development of an enterprise-wide design system
- Managed services, tools and workflows that automated the creation of new design patterns, and reduced delivery time of specs to engineering by 50%
- Facilitated decision-making between engineering and design to reimagine solutions without compromising on accessibility and championing the WCAG standard
- Co-authored the foundational token system for the design system and automated the discovery and distribution of the tokens to both design and dev platforms



[Case Study ↗](#)

Vidyo (acquired by Enghouse Systems Ltd.)

Senior UI/UX Designer and Engineer | Oct 2014 - May 2018

- Moderated collaborative design workshops with high-profile clients (Bloomberg, etc.) to synthesize complex and sometimes conflicting needs
- Led design and buildout of Vidyo Connect, a global video-communication platform
- Logged over 3 Billion minutes of talk time and 150 Million conference calls in 2 years to become the largest private video conferencing platform in 2020
- 1.4x increase in calls duration, 1.8x increase in meetings, 2.8x increase in direct calls
- Co-created the UI framework to build a highly customizable communication platform



[Case Study ↗](#)

Goldman Sachs

Program Analyst | June 2009 – May 2013

- Led front-end development of a self-service custom reporting tool for the derivative business customers
- Led the development of a web portal for reporting derivative securities and expanded the web portal knowledge base from NYC to India and Southeast Asia offices
- Developed a regression suite that can record and replay user actions automatically using selenium, cutting down the UI regression testing time by 80%