Pratyush Tewari

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SUMMARY

Accomplished Design-Technologist and Product Leader with 15+ years of experience bridging the gap between sophisticated design and front-end engineering. I specialize in building intuitive, data-intensive B2B SaaS platforms and have a proven track record of leading the strategy and development of large-scale design systems. I am passionate about leveraging AI and LLM principles to create powerful, developer-focused tools and am eager to contribute to a foundational, open-source product.

EDUCATION

- **Master's** | **Human-Computer Interaction** | **Carnegie Mellon University** | Pittsburgh, PA | 2014
- **Bachelor's** | **Information Technology** | **MNNIT** | Allahabad, UP | 2009

SKILLS

- **Technical Proficiency:** React, TypeScript, JavaScript, HTML/CSS, Tailwind CSS, Vue, Figma, Webflow, JIRA, Asana, Web, iOS & Android Patterns

- **AI & Data-Driven Design:** Designing with Large Language Models (LLM), Generative AI Concepts, AI Prompt Engineering, Data Analysis & Visualization, A/B Testing, User Research

- **Strategic Leadership:** Product Strategy & Vision, Design Leadership & Mentorship, Stakeholder Management, Cross-functional Collaboration, Product Roadmap Development

- **Design Execution:** Design System Architecture, Information Architecture, Interaction Design, High-Fidelity UI, Usability Studies, Accessibility (WCAG)

WORK EXPERIENCE

Head of UX Design | Blue Book Services | New York | June 2023 - present day

- **Drove 2.8M new active users in first 3 months by launching new React based web app and company website** with upgraded UX, fresh marketing content and 20,000 existing articles; resulting in 3x improvement on web score, 23% improvement in accessibility and 59% improvement in speed.

- **Achieved 30% increase in membership revenue per member and 98% retention rate** by executing a new product strategy and the digital transformation of a 123-year-old company with reimagined flagship product relaunch

- **Simplified the product subscription plans** by consolidating 9 membership plans into 3, increasing revenue for lower tiers and improving engagement for users in each tier.

- **Reduced page count by 20% while launching 7 new features** by redesigning the information architecture, achieving 100% of target metrics within 10 months.

- **Instituted strategic design vision and user research methods** to identify and integrate new data sources like USDA market movement, weather and transport risks for predicting real-time price fluctuations in the commodities.

- **Conceptualized new risk mitigation and cost prediction tool** by leveraging $40 billion of A/R aging data and 2,000,000+ trade reports to inform the design of a predictive index, emphasizing supplier discovery and market research.

Design System Manager and Platform Lead | View The Space | New York | October 2021 - May 2023

- **Integrated 5 disparate products into single VTS unified platform** by leading cross-functional collaboration and end-to-end product design enabling data-driven decisions, streamlined workflow and improved efficiency for commercial real estate clients.

- **Reduced design redundancy by 6x and component count by 77%** by establishing engagement strategies in the Terra design system, resulting in standardized UX across all products, and achieving a 4x improvement in the design-to-developer handoff.

- **Promoted design consistency and continuous learning** by managing design system operations, including a dedicated website to document UX principles, promote best practices, and understand component library API.
- **Elevated usability, accessibility, and design system expertise** by mentoring 20+ cross-functional team members on end-to-end product design and UX patterns.

VP of UX, Design Systems Lead | JPMorgan Chase & Co. | New York | May 2018 - October 2021

- **Championed the adoption of a unified design system** across 200+ designers and engineers by driving end-to-end implementation of UX patterns and foundational architecture, improving team collaboration and engagement strategies.
- **Improved design asset discoverability and hand-off efficiency by 50%** by establishing automated processes and a single source of truth for cross-functional teams, enhancing product design quality and speed to market.
- **Enabled consistent and scalable design solutions across digital channels** by spearheading UX governance to democratize contributions of new UX patterns, define prioritization, and manage cross-functional product channels.
- **Streamlined branding, UX, and development cycles for enterprise products** by transforming design and engineering collaboration through end-to-end integration of design system, leading to more efficient and cohesive team collaboration.
- **Promoted industry best practices and influenced design system maturity** by leveraging engagement strategies and cross-functional partnerships to align with Atlassian-level standards for design system adoption and team collaboration.

Senior/Lead Product Designer, Vidyo Neo Platform | Vidyo | Hackensack | Oct 2014 - May 2018

- **Increased call duration by 1.4x and meetings by 1.8x and direct calls by 2.8x** for Vidyo Connect, a customizable enterprise-level video communication platform through end-to-end product design, leading a cross-functional team and defining UX patterns and engagement strategies.
- **Managed and grew the front-end team from 2 person to 12**, establishing scalable UX patterns and engagement strategies that supported team collaboration.
- **Synthesized a unified enterprise platform solution** by collaborating cross-functionally with high-profile clients (e.g., Bloomberg, Kaiser Permanente) clients to define common product design and UX patterns.
- **Surpassed 3 billion minutes of talk time and 150 million conference calls** within two years by directing end-to-end product design and team collaboration for the enterprise video-conferencing platform.

Associate Developer | Goldman Sachs | Bangalore | June 2009 – May 2013

- **Increased efficiency of user-access control by 12x** by leading end-to-end product design and implementation of high-speed report generation algorithms within a cross-functional team, leveraging UX patterns and team collaboration.
- **Reduced UI regression testing time by 80%** by developing a Selenium-based regression suite, enhancing engagement strategies and UX patterns adoption.
- **Expanded web portal knowledge base to India and Southeast Asia** and increased development resource size by 30% through end-to-end development and cross-functional collaboration.

AWARDS & RECOGNITION

- Mentor | UX Expert / Founder Series | WEVE Acceleration + QUAY Acceleration | Element46
- Titan Award - Gold Winner 2025 - UX transformation driving digital business growth
- IEEE Member | S-IEEE Member (in-progress)
- Raptors Fellowship | Advancement and innovation of technology | 2025
- Royal Fellow | International Organization for Academic and Scientific Development (IOASD)
- Global Recognition Award™ | 2025

WRITING and LECTURES

- Guest Lecture | Baruch College, UX Editor for UX Collective at Medium, Speaker at UX Design Lounge NYC
- Chakra System: A framework for Conscious Design in UX (link)
- Conscious Design vs Other UX Methodologies (link)

TOOLS AND FRAMEWORKS

Market Research, Information Architecture, Interaction Design, Figma, Adobe Creative Suite, Webflow, HTML/CSS, JavaScript, React.js, Vue.js, JIRA, Asana, AI, Agile, HTML, CSS, Design Systems, Design Leadership, Product Strategy, UX Strategy, Product Vision, Product Roadmap, Stakeholder Management, Cross-functional Collaboration, Product Lifecycle Management, Product Management, User-Centered Research and Design, UI/UX Design, UX Design