



# Pratyush Tewari

DESIGN DIRECTOR AND UX STRATEGIST

A seasoned design leader with 15+ years of experience in implementing design transformation strategies and managing design teams to create delightful and integrated product experience.

## HIGHLIGHT

- Leading cross-functional collaboration & efficiency
- Aligning disparate products and features into seamless workflows
- Actualizing innovative ideas and concepts
- Stakeholder management for endorsing design strategies

## WORK EXPERIENCE

### Head of UX Design

June 2023 - present day

#### Blue Book Services, New York

Heading the design strategies to revamp a 123 year old company:

- Relaunched the flagship product with new user-interface required to increase the membership revenue per member by 30% with 98% retention.
- Restructured the product experience to consolidate membership tiers from 9 down to 3.
- Redesigned information architecture to reduce page count by 20% and launch 7 new features. Achieved 100% of target metrics within 10 months.

Ongoing:

- Managing UI upgrades, user-research and UX improvements for both short-term initiatives and long-term vision.
- Partnering with major US clients, advisory team and data-scientists to develop a new tool to index (normalize) and mitigate hidden risks across client's suppliers.
- On-boarding external agencies for implementing and replacing current product with latest design architecture and engineering framework.

### UX Design Manager, Platform Lead

October 2021 - May 2023

#### View The Space, New York

Created the design strategy for consolidating 5 products into one platform:

- Spearheaded the design of a unified platform, integrating workflows from 5 disparate products to streamline operations and empower data-driven decision-making for the clients.
- Created "Terra," a comprehensive design system that standardized UX/UI across all products, reduced design redundancy by 6x, eliminated design hand-offs and optimized engineering efficiency.
- Established and managed design system operations, including a dedicated website to document UX principles and best practices, promoting a culture of continuous learning and design consistency.
- Mentored and coached 20+ designers, engineers, and product managers on usability, accessibility, and design system best practices, fostering cross-functional collaboration and shared ownership.

### VP of UX, Design Systems Lead

May 2018 - October 2021

#### JPMorgan Chase & Co., New York

Launched and integrated a single design system at JPMorgan Chase:

- Championed the adoption of a unified design system across a 200+ person design organization (DCE), fostering a cohesive design language & collaboration.
- Established the foundational architecture of the design system and implemented automated processes for seamless discovery and distribution of design assets to both designers and engineers, ensuring a single source of truth.
- Collaborated with cross-functional teams across web, iOS, and Android platforms to re-imagine product design through integrated design system, transforming design into a collective and consistent process.
- Spearheaded UX governance to democratize the contribution of new design patterns, ensuring consistency across platforms, and fostering a culture of shared knowledge and continuous improvement.

### Senior UX Designer & Engineer (Team Lead)

Oct 2014 - May 2018

#### Vidyo, Hackensack

Launched next generation of the company's main B2BC video-conferencing product:

- Led the design and development of Vidyo Connect, a customizable enterprise level video-communication platform which led to 1.4x increase in calls duration, 1.8x increase in meetings, 2.8x increase in direct calls.
- Neegotiated design requirement with high-profile clients (Bloomberg, Kaiser Permanente etc.) to synthesize a single platform solution for all types of enterprise level video-conferencing platform.
- Launched a new version of video-conferencing that logged over 3 Billion minutes of talk time and 150 Million conference calls in first 2 years and become the largest private video conferencing platform in 2020 (data just from 1 client).

### Program Analyst Developer

June 2009 - May 2013

#### Goldman Sachs, Bangalore

Kick-started the UI-front-end development in India and Singapore:

- Developed algorithms for high speed automatic report generation. Created regression suite to record and replay user actions automatically using selenium based method, cutting down the UI regression testing time by 80%.
- Led the development of self-service custom reporting tool for derivative securities and expanded the web portal knowledge base to India and Southeast Asia.

## CONTACTS

[ptewari.com](http://ptewari.com)

[tewari.pratyush@gmail.com](mailto:tewari.pratyush@gmail.com)

+1 (201) 637-0527

1787 Madison Ave  
New York, NY 10035

## EDUCATION

### CARNEGIE MELLON

#### UNIVERSITY

##### Master of

##### Human Computer Interaction

Pittsburgh, PA - 2014

### MNNIT

#### Bachelor of Technology

Allahabad, UP - 2009

## SKILLS

Design Leadership, Design Systems, Cross-functional alignment, Stakeholder management, Design management, Product Roadmap, User Experience Design, Information architecture, Customer Experience, Product Design, User Journey Mapping, Competitive Analysis, Interaction Design, Accessibility Design, Assistive Technology, Usability Testing, Figma, HTML, Javascript, React, Vue