

# Pratyush Tewari



Product Designer and Manager • B2B SaaS & Enterprise Platform • New York, NY

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## PROFESSIONAL SUMMARY

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- 15+ years shipping complex, enterprise-level B2B SaaS products across market intelligence, real estate, fintech, and video-communication domains
- Expert systems thinker: deconstructing intricate workflows, connecting product surfaces, and designing scalable, coherent solutions across squads
- Proven design system architect: reduced component count 77%, improved handoff efficiency 50%, drove adoption across 200+ designers and engineers
- Experimentation-Strategic-oriented: conducts enterprise user interviews, runs A/B tests, forms hypotheses, and iterates with prototypes to drive measurable outcomes and incorporate design thinking into business strategy
- Deep Figma expertise with multi-surface component libraries; fluent in React, TypeScript, HTML/CSS, and AI/LLM-integrated product design and development

## TECHNICAL SKILLS & EXPERTISE

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- **Systems & UX:** Workflow Mapping, Design Systems, IA, Interaction Design, High-Fidelity UI
- **Research:** User Interviews, Usability Studies, A/B Testing, Data Integration
- **Tools:** Figma, Adobe CS, Webflow, React, TS, JS, HTML/CSS, Tailwind, Vue.js
- **GenAI:** LLM in Design, Prompt Engineering, Predictive Modeling, Agentic problem solving and skill generation
- **Leadership:** Agile, Design QA, Stakeholder Management, Mentorship, UX Governance, Team Management and growth

## PROFESSIONAL EXPERIENCE

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**Lotus Worldwide** • Founder & Creative Head • New York, NY • Sep 2025 – Present

- Architect and ship end-to-end product design for Firefly, a design-forward consumer hardware product – spanning concept, engineering, and launch
- Define product strategy, technology stack, and design systems for dual-market model: premium consumer and one-for-one social impact commerce
- Serve concurrently as Founding Board Director of Lotus Worldwide Foundation, a 501(c)(3) advancing education and design-led social impact (separate governance entity from Lotus Worldwide LLC)

**Blue Book Services** • Head of UX Design • New York, NY • Jun 2023 – Sep 2025

- Defined and championed Blue Book's first **GenAI and agentic AI vision**, a four-pillar design strategy: PREDICT: a reimagined real-time predictive score with 30/60/90-day outlook, WATCH: always-on specialized agents reading PACA filings, court records, news, weather, and payment anomalies with unprompted alerts; CONNECT: the proprietary Produce Trust Graph linking every company, transaction, dispute, and news event as connected nodes (the long-term competitive moat); ASSIST: domain-tuned vertical copilots for the three roles that buy Blue Book: credit, sales, and PACA-recovery teams.
- Drove **2.8M** new active users in 3 months by leading the end-to-end UX redesign and React-based relaunch of the flagship B2B SaaS platform; delivered **3x** web score, **23%** accessibility gain, and **59%** speed improvement.
- Generated 30% increase in membership revenue per member and 98% retention by executing the digital transformation of a 123-year-old market-intelligence leader with a reimagined, customer-centered flagship product.

- Consolidated **9 subscription plans into 3 tiers** through a comprehensive IA redesign, boosting lower-tier revenue, improving overall engagement, and clarifying the upgrade path.
- Created an AI-assisted risk-mitigation and cost-prediction application leveraging \$40B+ in A/R aging data and 2M+ trade reports, integrating real-time data sources (USDA, weather, transport risk) into commodity-price prediction.

#### **View The Space (VTS)** • [Design System Manager & Platform Lead](#) • [New York, NY](#) • [Oct 2021 – May 2023](#)

- Unified **5 disparate products into a single platform** through cross-functional collaboration and end-to-end product design, enabling data-driven decisions for commercial real estate clients
- Cut design redundancy 6x and component count **77%** by establishing the Terra design system; accelerated design-to-developer handoff by **4x**
- Built and maintained a dedicated design system documentation site covering UX principles, component library API, and best practices
- Elevated design system maturity across the org by mentoring **20+ cross-functional team members** on UX patterns, accessibility, and usability

#### **JPMorgan Chase & Co.** • [VP of UX, Design Systems Lead](#) • [New York, NY](#) • [May 2018 – Oct 2021](#)

- Scaled a unified design system to **200+ designers** and 10,000+ engineers by driving UX governance, pattern contribution frameworks, and cross-functional alignment
- Improved design asset discoverability and handoff efficiency 50% through automated pipelines and a single source of truth for all digital products
- Spearheaded UX governance to democratize new pattern contributions, define prioritization, and manage multi-product design consistency at enterprise scale

#### **Vidyo** • [Senior Product Designer and Engineer](#) • [Hackensack, NJ](#) • [Oct 2014 – May 2018](#)

- Increased call duration **1.4x**, **meetings 1.8x**, and **direct calls 2.8x** for Vidyo Connect – a customizable enterprise video platform – through end-to-end design leadership
- Grew the front-end team from 2 to 12; collaborated with Bloomberg, Kaiser Permanente, and other enterprise clients to define shared UX patterns
- Surpassed 3B minutes of talk time and 150M conference calls within two years by directing product design for the enterprise video-conferencing platform

#### **Goldman Sachs** • [Associate Developer](#) • [Bangalore, India](#) • [Jun 2009 – May 2013](#)

- Boosted user-access control efficiency 12x; reduced UI regression testing time 80% via a Selenium-based suite; expanded web portal to India and Southeast Asia and worked on other software development project

## **EDUCATION**

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- MS, **Human-Computer Interaction** • **Carnegie Mellon University**, Pittsburgh, PA • 2014
- BTech, Information Technology • MNNIT, Allahabad, India • 2009

## **AWARDS**

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- **IEEE Senior Member** (awarded 2025)
- Titan Award – Gold 2025 (UX transformation driving digital business growth), Global Recognition Award™ 2025
- Raptors Fellowship 2025
- Royal Fellow, IOASD
- Mentor, WEVE Acceleration + QUAY Acceleration
- Guest Lecturer, Baruch College • UX Editor, UX Collective at Medium • Speaker, UX Design Lounge NYC