

Pratishkek Bansal

Senior UX Design Lead | Design Systems | Enterprise SaaS | AI/AR Products

+91-7223913049 | pratishkek.designs@gmail.com | linkedin.com/in/pratishkekbansal | pratishkeks-portfolio.webflow.io | Mumbai, India | Open to relocation

PROFESSIONAL SUMMARY

UX Design Lead with 10+ years of experience delivering human-centred enterprise and consumer products across insurance tech, telecom, AR/VR, and D2C. Expertise in Design Systems Architecture, DesignOps, and cross-functional team leadership. Built and scaled design systems adopted by 15+ product teams. Introduced AI-first UX features including autonomous AI Agents and LLM-powered assistants in enterprise platforms. Seeking senior Design Lead or Head of Design roles to drive design culture, team growth, and product strategy at scale.

CORE COMPETENCIES

Design Systems Architecture | Enterprise UX Strategy | AI-Integrated Product Design | DesignOps & Governance | Cross-Platform UI Leadership | Agile Design Sprints | UX Research & Validation | Stakeholder Management | Team Building & Mentorship | Information Architecture | Interaction Design | Accessibility (WCAG 2.1) | OKR Alignment | Design Thinking | Prototyping & Wireframing

EXPERIENCE

ICICI Lombard April 2024 – Present

Design Lead | Mumbai

Directed UX strategy and modernisation roadmap across enterprise insurance tech platforms. Established DesignOps frameworks and introduced AI-first product experiences, bridging legacy systems with modern human-centred design across the organisation. Awarded Top Performer of the Year 2025.

IL Design System (Cross-Platform: iOS, Android, Web)

A company-wide design system built from scratch to unify ICICI Lombard's fragmented UI landscape across 15+ product teams. Covered component libraries, design tokens, and front-end code implementation across all platforms.

- Led a team of 3 designers to deliver a full MVP within 6 months — 20+ core components and tokens delivered
- Adopted by 15 product teams company-wide across iOS, Android, and Web platforms
- Reduced design-to-dev handoff time by 70% and UI inconsistencies by 80% across 10 product and engineering teams
- Cut feature rollout TAT from approximately 48 days to 24 hours, directly accelerating delivery velocity across consumer products

IL NYSA (Central Agent Platform)

Enterprise-grade CRM used by thousands of insurance agents nationwide to manage policies, leads, and customer interactions. Revamped the platform and introduced AI-first capabilities to modernise the agent experience at scale.

- Introduced an industry-first AI assistant using chat and voice-based LLM into the agent platform
- Achieved 40% reduction in query resolution time, 30% increase in task completion rates, and 30% growth in agent revenue contribution

IL TakeCare (D2C Consumer App - Full Redesign)

ICICI Lombard's flagship consumer health and insurance app serving millions of policyholders. Led full end-to-end redesign, modernising the tech stack and introducing industry-first features while navigating complex legacy system constraints.

- 53.8% drop in customer support calls through guided tours, contextual tips, and improved navigation clarity
- 37.2% boost in health service usage including teleconsultation and OPD via improved discoverability
- 328.1% increase in feature utilisation as a direct result of restructured information architecture
- 34.2% growth in monthly app installs — all outcomes achieved within 3 months of launch

AutoNinja - NinjaOne (OEM Dealer CRM Unification)

An AI-first CRM platform for automobile dealerships consolidating two separate portals (two-wheeler V1 and four-wheeler V2) into one unified system. Designed for CREs to manage leads and renewals, and for Dealer Principals to monitor business performance — with autonomous AI Agents handling renewals end-to-end.

- Drove 100+ primary research engagements with dealers, CREs, and Dealer CXOs to identify an uncontested market opportunity, directly shaping product vision and positioning
- Unified fragmented multi-CRM ecosystem into a single cross-platform product, enabling approximately 50% faster GTM and feature rollout
- Designed an AI-powered CRE dashboard with lead prioritisation by conversion likelihood, post-call insights, and real-time conversation assist
- Introduced industry-first autonomous AI Agents for end-to-end insurance renewals via Call and WhatsApp, replicating human CRE workflows at scale
- Built AI-first Dealer Principal App with real-time business intelligence, CRE performance tracking via AI Callsights, and on-the-go AI business assistant (Ninja Assist)

Jio June 2022 – March 2024 (21 months)

UX/UI Design Lead - Design Systems and Enterprise UX | Mumbai

Engaged initially as UX Consultant via YUJ Designs. Transitioned to full-time Design Manager on Jio's direct payroll in December 2023 based on sustained performance and design system leadership. Drove design system maturity and enterprise UX strategy across multiple Jio product verticals — one of India's largest telecom and digital services ecosystems.

- Scaled the Jio Design System across 15+ product teams, establishing UX patterns, accessibility standards, and component governance across iOS, Android, and Web
- Led Jio.com enterprise UX revamp, achieving 17.8% increase in customer acquisition within 3 months of launch

YUJ Designs June 2022 – November 2023

UX/UI Design Consultant | Mumbai

Delivered research-driven UX solutions for marquee Indian brands across automotive, industrial, and telecom sectors alongside the Jio engagement. Each project involved end-to-end ownership from strategy through delivery.

- Royal Enfield CSR Immersive Website: Led design strategy, stakeholder alignment, user research, and proof-of-concept analysis to secure client buy-in for full project development
- TATA mJunction B2B Portal: Designed MVP that played a pivotal role in securing the full project contract for the agency

Going the Extra Mile Award 2023 - YUJ Designs

XR Dial Technologies October 2020 – June 2022

Senior UX/UI Designer - AR/VR | Gurugram

Led UX design for immersive VR/AR products across retail, real estate, hospitality, and education sectors. Managed end-to-end delivery for a portfolio of concurrent client projects on Meta Quest and WebXR platforms.

- Managed and mentored a team of 5 designers across concurrent VR/AR projects
- Delivered projects across hospitality, retail, and real estate verticals with formal written client appreciation for UX excellence

Vonflix Technologies June 2019 – February 2020

UX Consultant - VR | Gurugram

Provided strategic UX consultation to define and streamline VR product design processes for an early-stage startup serving hospitality and retail clients.

Daily Diet Boxes September 2016 – June 2020

Co-Founder | Pan-India, 5 Cities

Co-founded a sustainable D2C food and lifestyle startup, scaling operations across 5 cities. Led all design, tech, and digital growth from inception.

- Incubated at XLRI Jamshedpur (India's premier business school) and secured initial investor funding through strategic growth planning
- Directed website design, digital marketing, and brand communications driving customer acquisition across 5 cities

Everyone.desi September 2015 – May 2016

Project Manager and UX Designer | Gurugram

Designed and managed a Shopify-based D2C e-commerce platform, using data analytics to inform UX decisions and improve end-to-end purchase flows.

- Achieved approximately 30% increase in customer acquisition within 6 months via redesigned order placement flow recognised by senior management

EDUCATION

Bachelor of Design (B.Des), Product Design 2011 – 2015

National Institute of Fashion Technology (NIFT), India | CGPA: 9.15

India's premier government-backed design institution, equivalent to National Institute of Design (NID)

CERTIFICATIONS

- UI/UX Design Specialisation - California Institute of the Arts (CalArts)
- Google UX Design Certificate
- Interaction Design Foundation - UX and Interaction Design

SKILLS

Design Practice: Design Thinking, UX Research, Usability Testing, Information Architecture, Interaction Design, Wireframing, Prototyping, Journey Mapping, A/B Testing, Accessibility WCAG 2.1

Design Leadership: DesignOps, Design Systems Architecture, Agile, Scrum, Sprint Planning, Stakeholder Management, Cross-functional Collaboration, Team Building, Mentorship, OKR Alignment

Design Tools: Figma, Adobe XD, Photoshop, Illustrator, Webflow, Lottie, Adobe Creative Suite

Research and Analytics: Google Analytics, Maze, UserTesting

Collaboration Tools: Miro, Notion, Android Studio, VS Code, N8N

Domain Expertise: Insurance Tech, Enterprise SaaS, Telecom, AR/VR, D2C, B2B, AI-Integrated Products

HONOURS AND AWARDS

- Outstanding Team Contribution for Project IL TakeCare Year 2026 - ICICI Lombard
- Top Performer of the Year 2025 - ICICI Lombard
- Going the Extra Mile Award 2023 - YUJ Designs
- XLRI Jamshedpur Startup Incubation - Daily Diet Boxes (Competitive national startup programme)