



Prathik Chaudhri

Customer-centric, an entrepreneurial business designer that seamlessly works at the intersection of strategy & creativity. More than 14+ years of experience in building businesses and digital-first product experiences across Fin-tech, Health, Ed-tech, and Food-tech.

 prathik.cegroup@gmail.com  +91-9810534828  Navi Mumbai, India  linkedin.com/in/prathikchaudhri  behance.net/PratikChaudhri

PROFESSIONAL EXPERIENCE

UI/UX Business Design Lead

Jio Platforms Limited

09/2020 - Present | Navi Mumbai

- Designed a new interface & creative guidelines for a New Operating System (OS). Through consistent user research & product validation, the development timelines were reduced by 50% and helped the team focus on delivering one of the most robust OS in Jio’s history
- Led overhaul of existing design processes within Jio by championing iterative, user-based design to inform foundational frameworks (navigational framework, element hypothesis, med-fi prototypes, and cross-device user testing). Created project Use Cases to drive 100% adoption across the design team (internal and external)
- Led UX design & road mapping to enhance Voice Assistant experience solutions using conversational technologies across TVOS (Set-Top-Box), Mobile OS and Automotive OS, Home IoT (Speaker/POD), and Chatbots. The iterative test and learn approach resulted in significant savings in developmental tasks
- Created design principles, hired a UX research team, and delivered best-in-class features for JioPhone Next & JioPay. The UX research team was the first of its kind in the company that squarely focused on user-centric inputs to validate UX design at a developmental state

Founder & CEO

CE Group

04/2014 - 08/2020 | New Delhi

- Designed Automated Ordering System for a leading cinema chain that enhanced user interaction by 55%, and improved transaction experience across shopping and payment by 30%
- Designed MVP prototype for an early-stage start-up (Imagine Owl) by focusing on user journeys and iterative design that helped in in-market validation of the business model
- Designed website for the Boston based food start-up BRAVE GOOD KIND in less than 3 months for the timely in-market launch
- Partnered with the client (Y-Combinator start-up) to build UX roadmap, design UI/UX, and deliver the product MVP. The launch was well received and resulted in a fresh round of funding post MVP

Director, Sales, and Operations

Starpet Trading Private Limited (Family Business)

04/2014 - 07/2019 | New Delhi

- Set sales strategy, built National Sales team, and led business development for India and Middle-East markets that resulted in a \$27 million turnover in the revenue (44% increase YOY) from 2016 to 2018
- Drove business operations that included sourcing worth 20000 MT per annum and financial reconciliation processes, resulting in PAT of 12%

Co-founder & Creative Head

Ergo Agency (A Tekege group of companies)

04/2012 - 03/2014 | New Delhi

- Led new business development operations to consistently acquire new customers; exceeding new business revenue targets by 55% in the first year (FY 2013)
- Conceived and led cross-functional teams to develop end-to-end marketing and design solutions across all digital touchpoints. Managed day-to-day business with a team of 20+ people to grow the business

EDUCATION

MA in Business Design

Domus Academy + SDA Bocconi,
Milan, Italy

2006 - 2008

Bachelor in Architecture

Sir JJ College of Architecture,
Mumbai, India

2000 - 2006

Communication Design

Mudra Institute of Communication,
Ahmedabad (M.I.C.A), Gujarat

2004

References Are available on request.