

Key skills

- User Research
 - User Personas
 - Wireframing & Prototyping
 - Information Architecture
- Interaction Design (IxD)
 - Design Systems & Style Guides
 - Usability Testing
 - Visual Design & Typography
- Figma
 - Miro / FigJam
 - Adobe Suite
 - Movavi - Video Editor
- HTML, CSS for Better Dev Collaboration
 - Collaboration with Developers & Product Teams
 - Problem-Solving & Critical Thinking
 - Empathy & User Advocacy

Employment

CogniCor | Associate Lead UI/UX Product Designer *InfoPark, Kochi | Jan, 2016 - Present*

- Led the end-to-end design process for **AI-driven SaaS wealth management applications**, enhancing user engagement and functionality.
- Conducted **competitor analysis, user research, and usability testing** to drive data-informed design decisions.
- Created **user personas, user flows, wireframes, prototypes, and interaction** designs to improve user experience.
- Developed and maintained **design systems and high-fidelity mockups using Figma** for consistency and scalability.
- Worked closely with developers to ensure designs were implemented accurately and effectively, maintaining design integrity throughout the development process.
- Applied an **iterative design approach**, continuously refining designs based on user feedback, testing insights, and business requirements.
- **Collaborated cross-functionally** with product managers, engineers, and stakeholders to align design with business goals.

Tasaheel | Associate Lead UI/UX Product Designer *Kaloor, Kochi | Jun, 2014 - Dec 2015*

- Designed user-friendly websites and Windows applications.
- Digital marketing materials
- Flyer, Brochure, and Social media posters etc.
- HTML Development

Recent Projects

Advisor Data Integration Tool

Overview: Developed a tool for advisors to seamlessly transfer client data from their previous companies into a standardised format for CRM integration.

Key Contributions:

- Designed an intuitive interface for document upload and data mapping, enabling advisors to map input file columns to the company's output format.
- Implemented features allowing users to edit and update mappings, ensuring data accuracy before merging into the CRM.
- Created an auto-mapping function to reduce manual effort and streamline the upload process.

Call Assistant for Agents

Developed an AI-driven tool to assist agents during advisor calls with relevant insights.

Key Contributions:

- Designed a dashboard displaying call purpose, previous meeting summaries, sentiment analysis, AI-powered call summaries and insights, and a live transcript, providing real-time context to agents for more effective advisor interactions.
- Developed a section to display live transcripts, and auto-populate questions and answers in the AI assistant based on the transcript.

Certifications

DESIGN RULES: Principles + Practices for Great UI Design – Udemy

Overview: Learn to design powerful user interfaces for apps, sites and systems

UX Strategy Fundamentals – Udemy

Overview: Practical principles and simple methods to make sure your app, site or system delivers GREAT UX!

Master Digital Product Design: UX Research & UI Design – Udemy

Overview: A complete design education for product designers: Research the user experience, then design a great user interface