



Basil. K

UI-UX Designer



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Portfolio
[Click here](#)

Key Skills

User Interface (UI) Design

User Experience (UX) Design

User Research

Problem Solving

Wireframing & Prototyping

Interaction Design

Design Systems & UI Components

Cross-functional Collaboration

Tools



Figma



Miro



Illustrator



Photoshop



HTML/ CSS



XD



Zeplin



After Effects

Professional Summary



With **10 years of experience as a UI/UX Designer**, I am passionate about creating user-friendly products that meet both user needs and business goals.

Employment



Associate Lead UI/UX Product Designer

🕒 Jan, 2016 - Present

📍 **InfoPark**, Kochi 📍 Palo Alto, California

8 years

- AI-Based Wealth Management Applications: Led the end-to-end design process for AI-driven wealth management apps, enhancing user engagement and functionality.
- Collaborated with cross-functional teams (developers, product managers) to implement user-centric solutions.
- User Research, Wireframing, Prototyping, Usability Testing, Design Systems.



Web and Graphic Designer

🕒 Jun, 2014 - Dec 2015

📍 **Kaloor**, Kochi 📍 Oman

1.7 years

- Design websites and mobile apps.
- Digital marketing materials
- Flyer, Brochure, and Social media posters etc.
- HTML Development

Recent Projects

📁 **Advisor Data Integration Tool**

🕒 Jan 2024 - Nov 2024

Overview: Developed a tool for advisors to seamlessly transfer client data from their previous companies into a standardized 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**

🕒 Oct 2024 - Nov 2024

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, and sentiment analysis..etc
- Developed a section to display live transcripts and sentiment analysis, and auto-populate questions and answers in the AI assistant based on the transcript.

Education

Bachelor of Multimedia Communication



Calicut University
Kerala, India

🕒 Sep, 2009 - Jun 2012
3 years