Deepak Kochhar

Senior UX / AI Product Designer | UX Strategy | Human-Centered & AI-Driven Design

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Professional Summary

Senior UX and AI Product Designer with 14+ years of experience delivering intuitive, accessible, and AI-enhanced digital products. Skilled at leading cross-functional teams, defining UX strategy, and driving measurable improvements in user engagement. Adept at applying design thinking, research, prototyping, and design systems to create scalable solutions for mobile, web, and enterprise applications.

Core Competencies

- User-Centered Design & Research | Interaction & Visual Design | AI-Powered Product Design
- Design Systems & Accessibility (WCAG) | Mobile & Web UX | Usability Testing
- Agile/Lean UX | Product Strategy | Stakeholder Collaboration | Mentorship
- Prototyping (Figma, Sketch, Adobe XD, Axure) | Data-Informed Design

Professional Experience

Senior UX Designer – FGF Brands Canada   Jan 2020 – Present

- Lead end-to-end UX design for AI-powered products, translating complex AI capabilities into user-friendly experiences.
- Collaborate with product managers, data scientists, and engineers to define AI design roadmap.
- Conduct user research, usability testing, and contextual inquiries to ensure ethical, human-centered design.
- Build low-to-high fidelity prototypes, integrating realistic AI outputs and edge-case scenarios.
- Maintain design systems, ensuring scalability, consistency, and accessibility compliance.

Senior Product Designer – Prime Asia TV   Jan 2020 – May 2021

- Designed mobile app workflows, wireframes, and prototypes using user-centered methods.
- Conducted qualitative and quantitative research including interviews, contextual inquiries, and surveys.
- Directed creative design for integrated marketing campaigns and app interfaces.

User Experience Designer – Blacklisted Agency   Mar 2011 – Oct 2019

- Led user research, usability testing, and market analysis to inform product strategy.
- Developed personas, empathy maps, user journeys, site maps, and navigation structures.
- Created low- to high-fidelity prototypes, UI components, and interaction patterns aligned with brand guidelines.
- Advocated for accessibility compliance and maintained design systems across multiple projects.

Education

- Specialization Diploma in UI/UX Design – University of Minnesota, USA | 2020
- Doctorate in Visual Design | 2019
- Masters in Design | 2010
- Bachelors in Design | 2008

Certifications

- Google UX Design
- IBM Enterprise Design Thinking Practitioner & Co-Creator
- IBM Generative AI Essentials
- Coursera GenAI for UX Designers & GenAI Essentials
- AI for Designers – Interaction Design Foundation
- Introduction to UX Principles – University of Michigan
- UI/UX Design – California Institute of Arts
- Adobe Certified Designer

Tools & Technologies

Figma | FigJam | Miro | Sketch | Adobe XD | InVision | Axure | MS Office | Prototyping & Usability Tools

Key Achievements

- Spearheaded AI feature design improving user engagement and personalization.
- Designed scalable mobile apps and workflows increasing usability and task completion rates.
- Built and maintained comprehensive design systems across multiple platforms.
- Led cross-functional teams, providing mentorship and guidance on UX best practices.
- Applied generative AI tools to streamline prototyping and optimize user-centered workflows.