Deepak Kochhar
Senior Product Designer | Enterprise SaaS, AI & Global UX
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Professional Summary

Design leader with 14+ years of experience in enterprise SaaS, AI/ML-powered, and customer support platforms. Over 5 years of people management experience building and mentoring design teams across global, multi-squad environments. Skilled at transforming complex workflows into intuitive, scalable solutions that improve customer success and accelerate business impact. Adept at partnering with product, engineering, ML, and leadership to align vision and execution. Strong portfolio spanning AI-powered assistants, support workflows, enterprise UX, and multi-channel experiences.

Core Skills

- **Leadership & Management:** Hiring, coaching, scaling design teams, design operations
- **Enterprise SaaS & Cloud UX:** Multi-channel, compliance-driven, global-scale systems
- **AI & Conversational Design:** Virtual assistants, ML-powered automation, personalization
- **Human-Centered Design:** Research synthesis, interviews, co-creation workshops, usability testing, accessibility (WCAG, AODA)
- **Cross-Functional Collaboration:** Product, Engineering, Data Science, Customer Success, Stakeholders, Executives
- **Design Systems:** Multi-product governance, scalable frameworks, consistency at scale
- **Tools:** Figma, Adobe XD, Axure, Miro, InVision, Jira

Professional Experience

UX Design Manager | FGF Brands (Enterprise SaaS), Toronto
2020 – 2025
Led and scaled design for enterprise SaaS platforms, AI-powered support workflows, and compliance systems across global teams.

- Managed and mentored a team of designers, enabling faster delivery and professional growth.
- Partnered with PMs, engineers, and ML teams to shape AI-driven assistant features that reduced resolution time by 30%.
- Designed workflows, personas, and prototypes simplifying complex enterprise processes, cutting task time by 25%.

- Conducted user research (interviews, workshops, usability testing) to inform design decisions.
- Governed a multi-squad design system, improving design-to-dev efficiency and reducing inconsistencies by 30%.

Senior Product Designer | Prime Asia TV, Toronto
2015 – 2020
Directed design for consumer-facing media apps and enterprise SaaS workflows.

- Delivered multi-channel experiences (web, mobile, enterprise) with consistent, accessible UX.
- Created journey maps, flows, and prototypes that streamlined onboarding and migration.
- Facilitated executive workshops and stakeholder interviews to align vision with user needs.
- Embedded accessibility and inclusivity standards, improving usability scores by 40%.
- Built scalable UI systems, ensuring consistency across platforms.

User Experience Designer | Blacklisted Agency, Toronto
2011 – 2015

- Led end-to-end UX process: research, personas, empathy maps, wireframes, prototypes, testing.
- Designed navigation, workflows, and UI components for enterprise and consumer platforms.
- Advocated accessibility, ensuring WCAG 2.0 compliance across digital products.

Visual Designer (Early Career Roles)
2007 – 2010
Progressive roles in digital design, prototyping, and front-end collaboration.

Education

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

Certifications

- Google UX Design
- IBM Enterprise Design Thinking
- GenAI for UX (Coursera)
- Adobe Certified Designer