



# Vipin K Varghese UX/UI Lead Designer

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📍 Kochi

🔗 [vipin.designer](http://vipin.designer)

## Profile

Creative and detail-oriented **UI/UX Designer** crafting visually compelling digital products. Expert in bridging the gap between design high-fidelity prototypes in **Figma** and **Adobe Creative Suite**.

Product Designer | UI/UX Lead Designer

Results-driven UI/UX Lead Designer with 13+ years of experience across enterprise and SaaS domains. Skilled in crafting user-centered, mobile-first digital experiences.

Specialized in end-to-end product design with strong expertise in UX research, prototyping, accessibility (WCAG), and usability testing. Proven track record in leading cross-functional teams and optimizing product strategy and user engagement.

Experienced in AI-powered design, including a PPE Compliance Monitoring System and a GenAI based Home Customization Platform, enhancing safety and personalization through machine learning and conversational UI.

Adept in Agile environments, collaborating with stakeholders and developers to deliver scalable, responsive, and impactful design solutions.

## Work Experience

### Marlabs LLC

Technical Lead

Jun 2016 – present

Kochi, India

- Led UX design for the RFX platform, a Salesforce-integrated bid and pricing management tool used by global teams across Sales, Pricing, Product Line Management, and Freight.
- Conducted over 5+ stakeholder interviews to map workflows, identify bottle necks, and uncover user pain points across strategy, pricing, and volume approval stages.
- Designed intuitive interfaces and interaction flows for complex enterprise features such as multi-edit line items, volume strategy planning, freight allocation, and pricing wireframes.
- Created wireframes, prototypes, and high-fidelity UI in Figma, improving usability and task completion for users across global functions.
- Simplified the user experience by rethinking the chevron navigation mode and restructuring data-heavy screens using role-based views and progressive disclosure.
- Collaborated with cross-functional teams (Salesforce Devs, Product Owners, BAs) in Agile sprints, ensuring seamless handoff and development alignment.

- Developed reusable UI components and maintained a scalable design system to ensure consistency across multiple modules of the RFX platform.
- Introduced visibility enhancements and contextual tooltips to reduce user confusion during freight and pricing handoffs.
- Participated in UX audits and usability testing to validate design improvements and prioritize future enhancements.
- Ensured platform compliance with accessibility standards (WCAG) and responsive design practices for desktop use.
- Created user interface for web and mobile applications developed in Python, ASP.NET, Java technologies and React, Angular frontend technologies
- Designed new products advertisements and communicate with clients to ensure that their goals and requirements were fully met.
- Worked closely with various Marketing & Technical Teams, give training and coordinate multiple design interns, and work on the improvement of the whole design process
- Created designs for business documents ppt
- Created application training videos for client

### **CCS Technologies Pvt Ltd**

UI designer

Aug 2010 – Jun 2016  
Kochi, India

- Designed pixel-perfect web interfaces that maintain high visual appeal and functionality, aligning with brand identity and user expectations.
- Developed responsive websites using HTML5, CSS3, and Bootstrap, ensuring compatibility across multiple devices and platforms.
- Converted prototypes into fully functional HTML pages, adhering to design specifications and best practices for seamless user experiences.
- Created detailed wireframes and prototypes that focus on usability, navigation, and engagement, effectively communicating design concepts to stakeholders.
- Conducted usability testing & design refinement based on client and stakeholder feedback, ensuring continuous improvement and user satisfaction.
- Collaborated with developers, project managers, and stakeholders to align design strategies with business goals and technical feasibility.
- Managed client feedback and iterative design improvements to enhance project outcomes and user engagement.
- Maintained up-to-date design documentation, ensuring consistency and streamlined workflows within cross-functional teams.
- Created custom designs for SharePoint and Liferay

### **Awards**

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#### **Spot Award**

Marlabs LLC

Mar 2024

#### **Best Co-worker**

Marlabs LLC

01 Oct 2021

## Education

<b>Keltron Certified Multimedia Expert</b>	Sep 2006 – Jul 2007
Keltron Animation Campus	Kottayam
<b>Bachelor's Degree</b>	Jun 2003 – Mar 2006
Baselius College	Kottayam

## Skills / Tools

### Product Design

User Journey Mapping,  
Feature Prioritization,  
Product Strategy, Design  
Thinking, MVP Definition,  
Roadmap Planning

### UI Design

High-Fidelity Mockups,  
Responsive Design, Visual  
Design Principles, Mobile-  
First UI, Motion UI, Design  
Tokens, Branding,  
Typography

### User Research and Testing

User Interviews, A/ B Testing,  
Usability Studies, Heuristic  
Evaluation, Competitive  
Analysis, Data Driven Design,  
UX Metrics

### UX Design

Wireframing, Prototyping,  
Usability Testing, Design  
Systems, Accessibility  
(WCAG), Information  
Architecture, Interaction  
Design,

Micro interactions, UX  
Writing

### AI & Mobile Experience

Design

GenAI, Copilot UX, Predictive  
UI, AI Recommendation  
Systems, Android (Material  
Design), iOS, Responsive  
Design

### Leadership & People

#### Management

Design Hiring & Training,  
Stakeholder Communication,  
UX Roadmap, OKRs, KPI  
Measurement

### Design Tools/Software

Figma, Adobe XD, Sketch,  
InVision, Zeplin, Miro,  
FigJam, Adobe Photoshop,  
Adobe Illustrator, Adobe  
Premier

### Technologies & Development Collaboration

HTML5, CSS3, JavaScript,  
Bootstrap, Tailwindcss  
Angular (Basic), Material UI,  
Angular / React Components,  
Agile (Scrum), Jira,  
Confluence, Git, GitHub

### Collaboration

Cross-Functional Team  
Collaboration, Requirement  
Gathering, Workshop  
Facilitation, Agile Workflows,  
Developer Handoff

## Portfolio

[vipin.designer](http://vipin.designer) ↗

## Certificates

<b>Foundations of User Experience (UX) Design</b> ↗
authorized by Google