

VIJAYAN KOCHAN

UI/UX Designer & SEO Digital Marketer | E-Commerce & AI Expert

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18+	5,355+	13+
Years Experience	Websites Designed	Companies Worked

PROFILE

UI/UX Designer and Digital Strategist with 18+ years of experience designing enterprise-level websites, SaaS platforms, fintech/insurance products, and e-commerce solutions. Designed 5,355+ websites across 13+ companies spanning healthcare, fintech, jewellery, e-commerce, and SaaS.

Core strengths: Figma (Auto-layout, Components, Prototyping), Design Systems, WCAG 2.1/2.2 Accessibility, Core Web Vitals optimization, HTML5/CSS3, and user research (usability testing, A/B testing). Graphic Designing (brochures, infographics, banners, logos).

CORE SKILLS

- Design: Figma (Auto-layout, Components, Prototyping), Adobe XD, Adobe Creative Suite, Design Systems
- Accessibility & Performance: WCAG 2.1/2.2, Core Web Vitals optimization, HTML5/CSS3
- UX Research: Usability testing, A/B testing analysis, user research methodologies
- CMS & E-commerce: WordPress, Shopify, Squarespace, BigCommerce, PrestaShop, AEM-adjacent workflows (Experience Fragments, Content Fragments, Edge Delivery Services)
- Digital Marketing: SEO (on-page, keyword strategy), content marketing, paid campaigns, social & email marketing
- Other: Bootstrap-based e-commerce builds, AI-integrated workflows, graphic design (brochures, infographics, banners, logos), 3D/AR (Maya)

PROFESSIONAL EXPERIENCE

Startup Project Manager (Freelance) | Self-Employed — Helping Startups Re-Build May 2026 – Present

- Scale startups through end-to-end design, development, and digital marketing solutions.
- Build e-commerce websites using Squarespace, Shopify, Bootstrap, and AEM-adjacent workflows.
- Design mobile and web applications with supporting infographics.

Technical Design Lead & SEO | Veneta Cuisine India & The Baby Atelier Oct 2025 – May 2026

- Scaled brands through design, development, and digital growth solutions; built cross-functional teams.
- Delivered high-converting e-commerce sites on WordPress and Shopify, optimized for performance and search visibility.
- Managed SEO and digital marketing: on-page optimization, keyword strategy, content marketing, paid campaigns.
- Produced brochures, flyers, infographics, and banners aligned with brand identity.

Project Management & SEO (Freelance) | Self-Employed Jan 2025 – Oct 2025

- Scaled startups through design, development, and digital marketing; built cross-functional teams.
- Delivered e-commerce sites end-to-end using Squarespace, Shopify, Bootstrap, and AEM-adjacent workflows.
- Executed SEO, social, email, and paid ad strategies; integrated AI to streamline workflows and personalization.

Lead UI/UX Designer | Kenshilabs & SMExclusive (Startups) May 2024 – Dec 2024

- Led design strategy for multiple SaaS products; implemented AI-powered UX solutions.
- Managed cross-functional design teams using Adobe Creative Suite and Figma.
- Delivered AEM-adjacent workflows (Experience Fragments, Content Fragments, Edge Delivery Services) across WordPress, Squarespace, Shopify builds.

Senior Visualizer | Squaredcircle Ecom*Oct 2023 – Mar 2024*

- Transformed complex business challenges into intuitive digital solutions across WordPress, Squarespace, and Shopify.
- Built e-commerce sites end-to-end using Bootstrap; designed mobile and web applications with infographics.

UI/UX Designer & SEO (Freelance) | FCSinfotech & Haramaintech (Startups)*Jul 2023 – Oct 2023*

- Delivered design solutions using Figma, Adobe Creative Suite, and SketchUp with AEM-adjacent workflows.
- Built e-commerce sites on WordPress, Squarespace, PrestaShop, BigCommerce, and Shopify with Bootstrap.

UI/UX Designer — Digital Marketing Designer, Titan | Honeycomb Creative Support Pvt Ltd*Jan 2022 – Jul 2023*

- Led visual design strategy for premium jewelry portfolio (Tanishq, Mia, Zoya, CaratLane).
- Used Adobe Photoshop, Adobe XD, and Figma to deliver B2C marketing materials that lifted brand visibility and conversion.
- Built e-commerce sites across WordPress, Squarespace, PrestaShop, BigCommerce, and Shopify.

UI/UX Designer | SEO | iDigilogic Info Systems*Jan 2021 – Dec 2021*

- Designed end-to-end user interfaces for mobile, web, and healthcare applications using Adobe XD and Figma.
- Delivered e-commerce builds and supporting brochures, infographics, and banners.

UI/UX Designer & SEO | Al Rajhi Takaful, Dubai*Apr 2020 – Jan 2021*

- Designed products end-to-end using Adobe XD and Figma; built intuitive interfaces and mobile workflows.
- Applied Design Systems, WCAG 2.1/2.2 accessibility, Core Web Vitals optimization, and AEM-adjacent workflows.

UX Designer Specialist | Inhabitr — Housing Simplified*Jan 2020 – Mar 2020*

- Designed UI, mobile, and web workflows plus specialized healthcare/pharmaceutical applications using Adobe XD and Figma.

User Experience Designer | AEM | Mobius Knowledge Services*Dec 2019 – Jan 2020*

- Designed interfaces and workflows for mobile and web applications, including healthcare/pharma solutions, using Adobe XD and Figma.

UI & UX Designer | Techaffinity Software's*Aug 2019 – Dec 2019*

- Designed and delivered a 1,548-page project in Figma and Adobe XD ahead of schedule, exceeding client expectations.

Senior Graphic Designer | Vserve Software Solutions Pvt Ltd*Dec 2018 – May 2019*

- Built internal-application websites and produced social media marketing and submission imagery.
- Delivered e-commerce sites across WordPress, Squarespace, .NET, PrestaShop, BigCommerce, and Shopify.

Freelancer — UX / Multi-Stack Designer / AEM | Uniqueratech (Startup)*Oct 2017 – Dec 2018*

- Developed company websites and web applications; built 3D/AR art applications integrating emerging tech with UX design.
- Designed intuitive mobile application interfaces.

Graphic Designer | Sensiple Software Solutions Pvt. Ltd*Sep 2008 – Feb 2017*

- Redesigned Sensiple's interior/exterior and created supporting infographics.
- Secured the TELEVOX project, transforming the company into a web development firm; designed and developed 4,985 websites and built web, development, and support teams.
- Designed websites for the Mayor of Omaha, earning praise across print media.
- Developed AR animation models and mastered 3D tools; extensive CMS/e-commerce delivery on WordPress, BigCommerce, and Shopify with Bootstrap.

Web Graphic Designer | Evina Softwares*Apr 2006 – Apr 2008*

- Built responsive websites from the ground up in Dreamweaver with advanced coding practices.
- Converted PSD files into clean, pixel-perfect HTML/CSS with cross-browser compatibility.

Web Designer and 3D Animator | Jalls Media*Apr 2005 – Mar 2006*

- Combined web design (HTML, CSS, JavaScript) with 3D animation and modeling in Maya, including character and environment design.

3D Animator | Maayasoft Media

Aug 2004 – Apr 2005

- Created 3D models and animations in Maya alongside web experience design.

Art Teacher | AEC School, Kudankulam

Sep 2003 – Aug 2004

- Taught fundamental to advanced art techniques across elementary, middle, and high school levels, including digital art, design software, and portfolio development for college/career preparation.

EDUCATION

Bachelor of Fine Arts (B.F.A.) — Textile Engineering

Government College of Fine Art & Crafts, Madras University | First Class | April 2003

Higher Secondary (State Board)

A.E.C.S Secondary School, Kalpakkam | 52.91% | March 1999

LANGUAGES

English • Hindi • Tamil

PORTFOLIO

[Behance Portfolio](#) • [LinkedIn Profile](#) • [Personal Profile](#)

NOTABLE PROJECTS & DOMAINS

thebabyatelierco.com • venetacucineindia.com • NikahMeet.com • NikahGroups.com • EliteNikah.com

ZelusPhysiotherapy.com • DaddyandCaddy.com • Squaredcircle.in • Sensiple.com • Svtrust.org.in

Kenshilabs.com • Contentco-lab.co • Smartt-ai.com • Editinfinite.com • Alosraonline.com

Twinslabpizza.com • GoldandGoldPerfume.com • Idigilogic.com • FCSinfotech.com • Cognuitdesign.com

Zivratech.com • Alrajhitakaful.com • Harrywintston.com • Mayors-office.cityofomaha.org

Haramaintech.com • Lunarinfotech.co