

VIJAYAN KOCHAN

Product Designer | End-to-End Product & UI/UX Design

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PROFESSIONAL SUMMARY

Product Designer with 18+ years of experience owning end-to-end product design for enterprise websites, SaaS platforms, fintech and insurance products, and e-commerce solutions. Designed 5,355+ digital products across 13+ companies spanning healthcare, fintech, jewelry, e-commerce, and SaaS industries.

Skilled in Figma (Auto-layout, Components, Prototyping), Adobe XD, Design Systems, WCAG 2.1/2.2 Accessibility, Core Web Vitals optimization, and user research methodologies including usability testing and A/B testing analysis. Experienced translating business requirements into shipped product experiences, with structured content modeling for headless environments and Edge Delivery Services patterns.

KEY HIGHLIGHTS

- 18+ Years of Professional Experience
- 5,355+ Websites Designed
- 13+ Companies Worked With

CORE SKILLS

- **Product Design Tools:** Figma, Figma Auto-layout, Figma Components, Figma Prototyping, Adobe XD, Sketch, Adobe Creative Suite
- **Product Design Process:** Discovery, Wireframing, Prototyping, User Flows, Information Architecture, Interaction Design
- **Design Systems:** Component Libraries, Design Tokens, Cross-Platform Consistency
- **Accessibility and Performance:** WCAG 2.1, WCAG 2.2 Accessibility, Core Web Vitals Optimization, HTML5, CSS3
- **User Research:** Usability Testing, A/B Testing Analysis, User Research Methodologies, User Personas
- **Platform Expertise:** WordPress, Shopify, Squarespace, BigCommerce, PrestaShop
- **Headless CMS:** Experience Fragments, Content Fragments, Edge Delivery Services, Structured Content Modeling
- **Other:** Cross-Functional Collaboration, AI-Powered Product Design, E-commerce and SaaS Product Design

PROFESSIONAL EXPERIENCE

Design Consultant — Self-Employed

May 2026 - Present

- Own end-to-end product design for startup clients, from discovery through shipped experience.
- Design product flows and interfaces for e-commerce platforms using Squarespace, Shopify, and headless CMS workflows.
- Design mobile and web product features with supporting wireframes and infographics.

Technical Design Lead — Veneta Cucine India and The Baby Atelier

Oct 2025 - May 2026

- Led product design strategy for e-commerce platforms, building and scaling design systems across two brands.
- Designed high-converting product interfaces on WordPress and Shopify, optimized for usability and Core Web Vitals.
- Applied SEO-informed information architecture to strengthen product discoverability and navigation.
- Produced supporting product marketing assets including infographics and banners aligned with brand identity.

Project Consultant — Self-Employed

Jan 2025 - Oct 2025

- Owned end-to-end product design and headless content architecture for startup clients.
- Designed e-commerce product experiences using Squarespace, Shopify, and headless CMS workflows.
- Integrated AI tools into product design workflows to streamline personalization and rapid prototyping.

Lead UI/UX Designer — Kenshilabs and SMExclusive Startups*May 2024 - Dec 2024*

- Led product design strategy for multiple SaaS products, owning design systems end-to-end.
- Managed cross-functional product design teams using Figma and Adobe Creative Suite.
- Delivered headless CMS content architecture including Experience Fragments, Content Fragments, and Edge Delivery Services.

Senior Visualizer — Squaredcircle Ecom*Oct 2023 - Mar 2024*

- Translated complex business requirements into intuitive product design solutions across WordPress, Squarespace, and Shopify.
- Designed end-to-end product user flows and interfaces for e-commerce and mobile/web applications.

UI/UX Designer — Self-Employed*Jul 2023 - Oct 2023*

- Delivered product design solutions using Figma, Adobe XD, and SketchUp within headless CMS workflows.
- Designed product interfaces across WordPress, Squarespace, PrestaShop, BigCommerce, and Shopify.

UI/UX Designer — Honeycomb Creative Support Pvt Ltd*Jan 2022 - Jul 2023*

- Led product and visual design strategy for premium jewelry e-commerce portfolio including Tanishq, Mia, Zoya, and CaratLane.
- Designed user-centered product interfaces in Adobe XD and Figma that increased engagement and conversion.
- Designed e-commerce product experiences across WordPress, Squarespace, PrestaShop, BigCommerce, and Shopify.

UI/UX Designer — iDigilogic Info Systems*Jan 2021 - Dec 2021*

- Designed end-to-end product interfaces for mobile, web, and healthcare applications using Adobe XD and Figma.
- Contributed usability considerations to e-commerce product builds and supporting collateral.

UI/UX Designer — Al Rajhi Takaful, Dubai*Apr 2020 - Jan 2021*

- Designed products end-to-end using Adobe XD and Figma, from concept through high-fidelity prototypes.
- Applied Design Systems, WCAG 2.1/2.2 accessibility, and Core Web Vitals optimization to insurance/fintech product workflows.

UX Designer Specialist — Inhabitr - Housing Simplified*Jan 2020 - Mar 2020*

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

User Experience Designer — Mobius Knowledge Services*Dec 2019 - Jan 2020*

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

UI and UX Designer — Techaffinity Software's*Aug 2019 - Dec 2019*

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

Senior Graphic Designer — Vserve Software Solutions Pvt Ltd*Dec 2018 - May 2019*

- Designed internal-application product websites and supporting digital marketing assets.
- Designed e-commerce product experiences across WordPress, Squarespace, .NET, PrestaShop, BigCommerce, and Shopify.

Multi-Stack Designer — Uniqueratech Startup*Oct 2017 - Dec 2018*

- Designed company product websites and web applications; built 3D/AR interactive product features integrating emerging tech with UX design.
- Designed intuitive mobile product interfaces and user flows.

Graphic Designer — Sensiple Software Solutions Pvt. Ltd*Sep 2008 - Feb 2017*

- Directed product design for the TELEVOX project, transforming the company into a web development firm; owned product UX for 4,985 websites.
- Designed the product website for the Mayor of Omaha's office.
- Delivered product design and interface work for CMS/e-commerce products on WordPress, BigCommerce, and Shopify.

Web Graphic Designer — Evina Softwares*Apr 2006 - Apr 2008*

- Designed responsive product website interfaces from the ground up in Dreamweaver using advanced coding practices.
- Converted PSD design files into pixel-perfect, cross-browser-compatible product interfaces.

Web Designer and 3D Animator — Jalls Media*Apr 2005 - Mar 2006*

- Designed web product interfaces (HTML, CSS, JavaScript) alongside 3D character and environment modeling in Maya.

3D Animator — Maayasoft Media*Aug 2004 - Apr 2005*

- Designed 3D product models and interactive experiences in Maya alongside web interface design.

Art Teacher — AEC School, Kudankulam*Sep 2003 - Aug 2004*

- Taught design fundamentals through advanced digital design software across school levels, building a foundation in visual and product thinking.

EDUCATION

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

Government College of Fine Art and 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

NOTABLE PROJECTS AND 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, Zivrataech.com, Alrajhitakaful.com, Harrywinston.com, Mayors-office.cityofomaha.org, Haramaintech.com, Lunarinfotech.co

PORTFOLIO LINKS

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