VIJAYAN KOCHAN

UI/UX Designer | Product Design & User Experience Strategist

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PROFESSIONAL SUMMARY

UI/UX Designer with 18+ years of experience designing user-centered interfaces for enterprise websites, SaaS platforms, fintech and insurance products, and e-commerce solutions. Designed 5,355+ websites 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 with AEM-adjacent workflows including Experience Fragments, Content Fragments, structured content modeling for headless environments, and Edge Delivery Services UX patterns.

KEY HIGHLIGHTS

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

CORE SKILLS

- **UX/UI Design Tools**: Figma, Figma Auto-layout, Figma Components, Figma Prototyping, Adobe XD, Sketch, Adobe Creative Suite
- **User-Centered Design**: Wireframing, Prototyping, User Flows, Information Architecture, Interaction Design, Design Systems
- **Accessibility and Performance**: WCAG 2.1, WCAG 2.2 Accessibility, Core Web Vitals Optimization, HTML5, CSS3
- **UX Research:** Usability Testing, A/B Testing Analysis, User Research Methodologies, User Personas
- **Content Management Systems**: WordPress, Shopify, Squarespace, BigCommerce, PrestaShop
- **Web Development**: Bootstrap, Responsive Web Design, PSD to HTML/CSS Conversion
- **Other**: Cross-Functional Team Leadership, AI-Powered UX Solutions, E-commerce UX, SaaS Product Design

PROFESSIONAL EXPERIENCE

Design Consultant — Self-Employed *May 2026 - Present*

- Scale startups through end-to-end UI/UX design and product strategy solutions.
- Design user flows and interfaces for e-commerce websites using Squarespace, Shopify, and AEM-adjacent workflows.
- Design mobile and web application experiences with supporting wireframes and infographics.

Technical Design Lead — Veneta Cucine India and The Baby Atelier *Oct 2025 - May 2026*

- Led UI/UX design strategy for e-commerce brands, scaling design systems and cross-functional teams.
- Designed high-converting e-commerce interfaces on WordPress and Shopify, optimized for usability and Core Web Vitals.
- Applied SEO-informed information architecture to improve site navigation and search visibility.
- Produced supporting UX collateral including infographics and banners aligned with brand identity.

Project Consultant — Self-Employed *Jan 2025 - Oct 2025*

- Delivered end-to-end UX design content architecture for startup clients.
- Designed e-commerce user experiences using Squarespace, Shopify, and AEM-adjacent workflows.
- Integrated AI tools into UX workflows to streamline personalization and prototyping.

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

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

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

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

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

- Delivered UX design solutions using Figma, Adobe XD, and SketchUp within AEM-adjacent workflows.
- Designed e-commerce user interfaces across WordPress, Squarespace, PrestaShop, BigCommerce, and Shopify.

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

- Led UX and visual design strategy for premium jewelry e-commerce portfolio including Tanishq, Mia, Zoya, and CaratLane.
- Designed user-centered B2C interfaces in Adobe XD and Figma that increased engagement and conversion.
- Designed e-commerce user experiences across WordPress, Squarespace, PrestaShop, BigCommerce, and Shopify.

UI/UX Designer— Self-Employed *Jan 2021 - Dec 2021*

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

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

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

UX Designer Specialist - Inhabitr *Jan 2020 - Mar 2020*

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

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

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

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

- Designed and delivered a 1,548-page UX 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 websites and user interfaces for digital marketing initiatives.
- Designed e-commerce UX across WordPress, Squarespace, .NET, PrestaShop, BigCommerce, and Shopify.

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

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

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

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

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

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

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

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

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

- Designed 3D 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 interaction design.

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, Zivratech.com, Alrajhitakaful.com, Harrywintston.com, Mayors-office.cityofomaha.org, Haramaintech.com, Lunarinfotech.co

PORTFOLIO LINKS

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