

VIJAYAN KOCHAN

Visual Designer | Brand & Digital Visual Design Specialist

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PROFESSIONAL SUMMARY

Visual Designer with 18+ years of experience creating cohesive visual identities and digital design solutions for enterprise websites, SaaS platforms, fintech and insurance products, and e-commerce brands. Designed 5,355+ websites and visual assets across 13+ companies spanning healthcare, fintech, jewelry, e-commerce, and SaaS industries.

Skilled in Figma, Adobe XD, Adobe Photoshop, and Adobe Creative Suite, with strong expertise in layout design, visual hierarchy, Design Systems, and brand-consistent marketing collateral. Experienced translating business and user requirements into polished, high-impact visual design across web, mobile, and print.

KEY HIGHLIGHTS

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

CORE SKILLS

- **Visual Design Tools:** Figma, Adobe XD, Adobe Photoshop, Adobe Creative Suite, Sketch
- **Visual Design Craft:** Layout Design, Visual Hierarchy, Typography, Color Theory, Design Systems
- **Brand and Marketing Visuals:** Brochures, Flyers, Infographics, Banners, Logo Design, Brand Identity
- **Digital Platforms:** WordPress, Shopify, Squarespace, BigCommerce, PrestaShop Visual Design
- **Accessibility and Performance:** WCAG 2.1/2.2 Accessibility, Core Web Vitals Optimization, HTML5, CSS3
- **Production Skills:** PSD to HTML/CSS Conversion, Responsive Web Design, Cross-Browser Compatibility
- **3D and Motion Design:** 3D Modeling and Animation (Maya), Augmented Reality (AR)
- **Other:** AI-Assisted Visual Concepting, Cross-Functional Collaboration, Brand Campaign Design

PROFESSIONAL EXPERIENCE

Startup Project Manager (Freelance) — Self-Employed May 2026 - Present

- Create visual design solutions for startups across web, mobile, and marketing touchpoints.
- Design visual layouts for e-commerce websites using Squarespace, Shopify, and Bootstrap.
- Produce infographics and visual assets supporting mobile and web application launches.

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

- Directed visual design across two concurrent brands, maintaining consistent visual identity.
- Designed high-converting visual layouts and storefronts on WordPress and Shopify.
- Created visual assets for SEO and digital marketing campaigns, including content and paid creative.
- Produced brochures, flyers, infographics, and banners aligned with brand identity.

Project Management Consultant Self-Employed Jan 2025 - Oct 2025

- Delivered end-to-end visual design and structured content design within AEM-adjacent workflows.
- Designed visual layouts for e-commerce sites using Squarespace, Shopify, and Bootstrap.
- Applied AI tools to accelerate visual concepting and personalized creative.

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

- Led visual design direction for multiple SaaS products, maintaining consistent design systems.
- Directed cross-functional visual design teams using Adobe Creative Suite and Figma.
- Produced visual assets for AEM-adjacent, headless content platforms.

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

- Created visual solutions for complex business challenges across WordPress, Squarespace, and Shopify.
- Designed visual layouts for e-commerce builds and mobile/web applications.

UI/UX Designer- FCSinfotech and Haramaintech Startups*Jul 2023 - Oct 2023*

- Produced visual design solutions using Figma, Adobe Creative Suite, and SketchUp.
- Designed visual layouts for e-commerce sites across WordPress, Squarespace, PrestaShop, BigCommerce, and Shopify.

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

- Led visual design for premium jewelry portfolio including Tanishq, Mia, Zoya, and CaratLane.
- Created high-impact B2C visual marketing materials in Adobe Photoshop and Adobe XD that increased brand visibility and conversion.
- Designed brochures, flyers, infographics, logos, and banners for brand campaigns.

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

- Designed visual interfaces for mobile, web, and healthcare applications using Adobe XD and Figma.
- Produced visual collateral including brochures, infographics, and banners.

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

- Created visual design solutions end-to-end using Adobe XD and Figma.
- Ensured visual output met Design Systems, WCAG 2.1/2.2 accessibility, and Core Web Vitals standards.

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

- Designed visual layouts for UI, mobile, and web projects plus specialized healthcare/pharmaceutical visual materials.

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

- Designed visual assets and layouts for mobile and web applications, including healthcare/pharma marketing materials.

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

- Designed and delivered a 1,548-page visual design project in Figma and Adobe XD ahead of schedule.

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

- Designed visual layouts for internal-application websites and created social media marketing and submission imagery.
- Produced visual assets for e-commerce sites across WordPress, Squarespace, .NET, PrestaShop, BigCommerce, and Shopify.

Freelancer — Uniqueratech Startup*Oct 2017 - Dec 2018*

- Designed visual identity for company websites and web applications; created 3D/AR visual experiences.
- Designed visual assets for mobile application interfaces.

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

- Redesigned Sensiple's interior and exterior visual branding and created supporting infographics.
- Delivered visual design for the TELEVOX project, contributing to the company's transformation into a web development firm across 4,985 websites.
- Created visual design for the Mayor of Omaha's website, earning praise across print media.
- Developed augmented reality animation models and 3D visual assets; produced marketing videos, brochures, flyers, infographics, logos, and banners.

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

- Designed responsive website visuals from the ground up in Dreamweaver.
- Converted PSD design files into clean, pixel-perfect HTML/CSS visual output with cross-browser compatibility.

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

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

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

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

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

- Taught foundational to advanced visual and graphic design techniques across school levels, including color theory, composition, and digital design software.

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, Zivratach.com, Alrajhitakaful.com, Harrywinston.com, Mayors-office.cityofomaha.org, Haramaintech.com, Lunarinfotech.co

PORTFOLIO LINKS

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