DEEPAK VIDYADHARAN ASOKAN

Senior UX/UI Designer | Product Designer

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Nationality: Indian · Availability: Immediate joiner (available within 7 days) · Open to on-site, hybrid or remote roles

PROFESSIONAL SUMMARY

Senior UX/UI Designer and Product Designer with 15+ years of experience designing web, mobile and enterprise products for government, financial services and consumer clients across the UAE, Qatar, Ireland and India. Designed the Dubai Financial Market (DFM) IPO website in 2 months instead of 6, in a restricted-access environment. Leads the full design process in Figma, from user research, personas and usability testing to information architecture, high-fidelity prototypes, design systems and developer handoff, including bilingual Arabic/English (RTL) interfaces. Brings front-end skills (HTML, CSS, JavaScript), team leadership, AI-augmented workflows and an MSc in Digital Media & Business Analytics.

CORE SKILLS

UX research & strategy: User research, personas, user journey mapping, usability testing, discovery workshops, user flows, information architecture, requirements gathering, design thinking

Design & delivery: Interaction design, wireframing, high-fidelity UI design, interactive Figma prototypes, design systems, design documentation, developer handoff

Platforms: Responsive web, mobile applications, desktop and enterprise interfaces, bilingual Arabic/English (RTL) interfaces, government portals, fintech products

Accessibility & quality: WCAG, accessible and responsive layouts, usability improvement

Leadership: Team leadership, stakeholder management, client workshops, cross-functional collaboration with product and engineering

Tools & technology: Figma, Figma AI, Claude, Gemini, Visily, Jira, HTML, CSS, JavaScript, Microsoft Power Pages

PROFESSIONAL EXPERIENCE

UX Consultant | PI Digi Logical Solutions — **Oct 2022 – Present**

Ireland / India · Remote

- Lead user research and usability testing for client web and mobile products, turning findings into personas, journey maps and user flows, and cutting prototype development time by 47%.
- Define UX requirements directly with clients, raising client satisfaction by 36% and securing repeat engagements.
- Hand off designs to development with clear specs and QA checks, enabling 58% faster iterations based on user feedback.
- Redesigned outdated client websites, increasing traffic by 48%.
- Guide web and mobile delivery teams on UX priorities, user retention and client profitability, tracking design tasks and feedback in Jira.

UX Consultant | Param Infotech — **Sep 2024 – Feb 2025**

Dubai, UAE · On-site

- Designed the Dubai Financial Market (DFM) IPO website in a restricted user-access environment, using AI-augmented design tools to cut delivery time from 6 months to 2.
- Created 30 reusable Microsoft Power Pages templates, standardising branding and improving workflow efficiency by 45%.
- Designed bilingual Arabic/English (RTL) layouts for related DFM side projects.

UX Consultant – Kahramaa Project (Tech Mahindra) | Wings Micro Systems Apr 2019 – Jul 2020
Doha, Qatar · On-site

- Senior and key designer in a team of three on the Kahramaa (Qatar General Electricity & Water Corporation) project, delivered by Tech Mahindra.
- Led front-end interface design for critical internal systems and completed the staff portal UI within a fixed 6-month deadline.
- Built responsive, accessible interfaces in HTML, CSS and JavaScript for staff across devices.

Senior UX Designer & Developer | Biosoft Computer Education Sep 2014 – Dec 2018
Kollam, India · On-site

- Founded the company's software development department, improving delivery productivity and team alignment.
- Ran design reviews with clients, improving design alignment and client satisfaction.

UI/UX Designer & Front-End Developer | PI Digi Logical Solutions Mar 2010 – Aug 2014
Thiruvananthapuram, India · On-site

- Won the International Film Festival of Kerala (IFFK) website project in a competitive pitch and led designers, developers, testers and marketers through delivery; the client stayed for four consecutive years.
- Led the team that designed a real-estate EMI payment app, increasing on-time payments by 36% and new property sales by 27%.
- Rebuilt a client website in 2 days after a security breach, with zero data loss.

Web Designer & HTML Developer | Antz Media Digital Solutions Oct 2008 – Feb 2010
Ernakulam, India · On-site

- Designed and built tailored front-end websites for 15 clients.

SELECTED CASE STUDIES (SELF-INITIATED, 2026)

- **OneCV – AI resume builder (in development):** Analysed 155 user reviews of resume builders; designed a product with transparent one-time pricing, career-stage layouts and an explainable ATS check. Demo: onecv.live/demo
- **Botim Digital Wallet & Cards – UX research and redesign concept:** Unified wallet and card balances, live remittance tracking and in-chat bill splitting for a UAE super-app.
- **TCGplayer (eBay) mobile app – UX/CX improvement concept:** Faster card scanning, transparent cart optimisation and portfolio-style collection tracking.

EDUCATION

MSc, Digital Media & Business Analytics | South East Technological University (SETU), Ireland | 2021 – 2022
B.Tech, Computer Science & Engineering | Younus College of Engineering & Technology, India | 2005 – 2008

CERTIFICATIONS

- AI Product Research with Gemini and Claude – UI Collective (2026)
- Foundations of User Experience (UX) Design – Google (2025)
- Revolutionise UX/UI: AI-Design Strategies with ChatGPT – Udemy (2025)
- Master Digital Product Design: UX Research & UI Design – Udemy (2024)

LANGUAGES

English (Fluent) · Hindi (Fluent) · Malayalam (Native)