

Basil. K

Senior UI/UX Product Designer

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Professional Summary

Senior UI/UX Designer with **10+ years of experience** designing scalable digital products and experiences. Specialized in AI-driven SaaS platforms, UX strategy, and data-informed design decisions.

Key skills

UX Research (5+ Years)

- User Research
- Usability Testing
- Human-Centered Design

Design Execution

- Wireframing
- Prototyping
- Interaction Design

UI Designing

- Design Systems
- Visual Design
- Micro-interactions

Tools & Tech

- Figma (5+ Years)
- AI Tools
- HTML/CSS (8+ Years)

Employment

CogniCor | Associate Lead UI/UX Product Designer *Kochi* | Palo Alto, California | *Jan, 2016 - Present*

- Led the end-to-end design process for AI-driven SaaS wealth management applications.
- Conducted competitor analysis, user research, and usability testing to drive data-informed design decisions.
- Created user personas, user flows, wireframes, prototypes, and interaction designs to improve user experience.
- Developed and maintained design systems and high-fidelity mockups using Figma for consistency and scalability.
- Worked closely with developers to ensure designs were implemented accurately and effectively, maintaining design integrity throughout the development process.
- Applied an iterative design approach, continuously refining designs based on user feedback, testing insights, and business requirements.
- Collaborated cross-functionally with product managers, engineers, and stakeholders to align design with business goals.

Tasaheel | UI/UX Web Designer *Kaloor, Kochi* | Oman | *Jun, 2014 - Dec 2015*

- Designed user-friendly websites and Windows applications.
- Digital marketing materials
- Flyer, Brochure, and Social media posters etc.
- HTML Development

Recent Projects

Summr – AI Note Taker

Designed an AI-powered meeting assistant for real-time transcription, automated summaries, and collaborative sharing. Led end-to-end UX design, created scalable design systems, and collaborated with cross-functional teams to enhance productivity and user experience.

Key Contributions:

- Conducted competitor analysis
- Designed wireframes, interactive prototypes, and high-fidelity UIs using Figma and Figma Make
- Built a scalable design system and conducted usability testing
- Led the end-to-end design process

Advisor Copilot – AI Assistant for Financial Advisors

Overview: An AI-powered platform designed to support financial advisors with smart tools like Meeting Assistant, Writing Assistant, and Client Insights Dashboard. The product helped reduce manual tasks, streamline communication, and personalize advisor-client interactions, leading to a 30% increase in efficiency.

Key Contributions:

- Conducted user research using AI tools to identify advisor pain points
- Designed wireframes, interactive prototypes, and high-fidelity UIs in Figma and Figma Make
- Built a scalable design system and conducted usability testing
- Collaborated with cross-functional teams to align product goals with user needs

Certifications

DESIGN RULES: Principles + Practices for Great UI Design – Udemy

Overview: Learn to design powerful user interfaces for apps, sites and systems

🕒 Nov - 2020

UX Strategy Fundamentals – Udemy

Overview: Practical principles and simple methods to make sure your app, site or system delivers GREAT UX!

🕒 Sep - 2022

Master Digital Product Design: UX Research & UI Design – Udemy

Overview: A complete design education for product designers: Research the user experience, then design a great user interface

🕒 Jan - 2023

Awards & Recognitions

Coding and Design Champion,
CogniCor Technologies

🕒 Jul - 2025

Education

Bachelor of Multimedia Communication

Calicut University, Kerala, India

🕒 Sep, 2009 - Jun 2012