DEEPAK VIDYADHARAN ASOKAN

[www.webee.im]

UI/UX Designer - UX Consultant

AI Enhanced Design Process
MSc. Digital Media & Business Analytics
15+ years of experience

SUMMARY

As a Senior UX/UI Designer with over 15 years of experience, I specialise in transforming design concepts into 150 successful projects across Web, Mobile App, and Desktop App design. I excel at merging design and development to create user-focused applications. A highlight of my career includes leading the development of the IPO website for the Dubai Financial Market while leveraging AI tools to expedite project timelines. My swift problem-solving abilities and effective team leadership enhance client satisfaction and build lasting relationships.

EDUCATION

MSc. Digital Media & Business Analytics
South - East Technological University (SETU)
Wexford, Ireland
2022 | GPA: 67%

B.tech Computer Science - Engineering
Younus College of Engineering & Technology
Kerala, India
2008 | GPA: 61%

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in https://www.linkedin.com/in/dvaker/

📍 Thiruvananthapuram, Kerala, India

SKILLS

User Interface UI Design | User Experience UX Design | Wireframing | Mockups | Interaction Design | User Flow | Prototyping | Responsive Design | User Research | Accessibility | Design Systems | Cross-Platform Design | User research and usability testing | Wireframing and prototyping | HTML | CSS | Bootstrap

EXPERIENCE

UX Consultant   PI Digi Logical Solution - Ireland (Remote), India (Remote)   October 2022 - Current

- Conducted user research to identify design challenges, resulting in 47% faster prototype development and enhanced usability.
- Facilitated client interactions to define project requirements, enhancing usability and achieving a 36% increase in satisfaction.
- Led the Web & Mobile App delivery team in addressing challenges of user experience, retention, and client profits, achieving 60% higher client satisfaction and a 40% increase in project requests.

UX Consultant   Param Infotech - Dubai, UAE   September 2024 - February 2025

- Expertly utilised HTML, CSS, Bootstrap, and JavaScript to ensure consistent branding across Power Pages.
- Designed 30 reusable page templates for Power Pages, addressing the challenge of inconsistent development and enhancing workflow efficiency by 45%.
- Overcame limited user access by leveraging AI tools to design IPO web pages for the Dubai Financial Market (DFM, reducing project time from 6 months to 2 months.

UX Consultant   Wings - Doha, Qatar   April 2019 - July 2020

- Spearheaded the design and development of front-end interfaces for critical systems within the Qatar Government's Electricity and Water Department Kahramaa), in collaboration with Tech Mahindra.
- Directed a team of 3 designers to overcome tight deadlines, completing UI design for the Karama staff portal in 6 months.
- Designed responsive interfaces using HTML, CSS, and JavaScript to improve user accessibility by 78%.

UX Consultant   Biosoft Education - Kollam, India   September 2014 - December 2018

- Established a software development department to address organisational inefficiencies, driving innovation and enhancing productivity by 60%.
- Resolved team alignment challenges by unifying cross-functional teams, boosting design efficiency by 40%.
- Facilitated design review sessions, addressing client feedback and enhancing design alignment, achieving a 47% increase in client satisfaction.

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EXPERIENCE

UI UX Designer   **PI Digi Logical Solutions - Thiruvananthapuram, India**   **March 2010 - August 2014**

- Led software delivery and iterated updates based on user feedback, overcoming deployment challenges and achieving a 42% improvement in user satisfaction.
- Addressed the challenge of a hacked website by swiftly recreating it in 2 days, launching a social media campaign that increased user engagement by 20%.
- Overcame the challenge of low EMI payment rates by leading a team to develop a real estate app, increasing timely payments by 36% and new property sales by 27%.

Web Designer   **Antz Media - Ernakulam, India**   **October 2008 - February 2010**

- Created tailored front-end web applications for 15 clients, overcoming diverse design challenges and enhancing user engagement by 38%.
- Enhanced UI/UX design skills by tackling the challenge of limited resources, resulting in a 60% improvement in project delivery speed.
- Delivered a full design project, overcoming client feedback challenges, enhancing project management skills, and achieving 80% satisfaction.

CERTIFICATIONS

Google   **Foundations of User Experience (UX) Design**   **2025**

Identify common job responsibilities of entry-level UX designers and other teams you might work with. Understand foundational concepts in UX design, such as user-centered design, the design process, accessibility, and equity-focused design. Explain why design sprints are an important and useful part of a UX designer's work.

Udemy   **Revolutionize UX/UI: AI-Design Strategies with ChatGPT**   **2025**

This course provided a deep dive into leveraging ChatGPT for user-centric design

Udemy   **Master Digital Product Design: UX Research & UI Design - Mr. Rob Sutcliffe**   **2024**

The course's insights into UX research, user-centered design, and UI strategies have truly enriched my understanding and equipped me to tackle design challenges more effectively.