



Gopikrishnan Sasikumar

Digital Product Designer

Profile

Location: Bengaluru, Karnataka

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With over 12 years of design experience, I'm passionate about transforming complex problems into elegant and functional user experiences (UX) that delight users and stakeholders. My background spans design strategy, interaction design, team management, and Figma. I've successfully delivered large-scale platform experiences for a diverse range of clients, including AssureCare LLC in the healthcare industry, Xoxoday, Binary Fountain, and Pocket52 across various sectors. I consistently seek to learn new design tools, trends, and best practices to elevate my projects. My ultimate goal is to design products that not only boast a beautiful aesthetic but also make a positive impact on people's lives and well-being.

Experience

Freelance / Consulting Product Design

March 2024 - Present | Bengaluru, India

Echo — HRMS & Employee Engagement SaaS

Founding Product Designer

- Designed end-to-end HRMS workflows focused on employee engagement, rewards, surveys, feedback, and internal communication systems.
 - Built scalable design systems and reusable UI frameworks to accelerate product development and maintain consistency across platforms.
 - Designed AI-assisted workflows and automation experiences to simplify HR operations and improve employee experience.
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AssureCare LLC — Healthcare Platform

Consulting Head of Product Design

- Continued strategic design leadership for healthcare management and population health platforms.
 - Collaborated with product, engineering, and healthcare stakeholders to improve enterprise healthcare workflows and usability.
 - Mentored global design teams and contributed to long-term UX modernization initiatives.
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Xoxoday — Employee Engagement Platform

Design Consultant

- Enhanced enterprise engagement and rewards experiences through scalable UX improvements.
 - Collaborated with teams to improve platform usability and consistency.
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AssureCare LLC / Head of Product Design

October 2022 – March 2024 | Bengaluru, India

- Led global UX and product design teams focused on healthcare management and population health platforms.
 - Defined UX strategy for enterprise healthcare products across web platforms and internal tools.
 - Partnered closely with product, engineering, and business stakeholders to align design execution with organizational goals.
 - Built collaborative design processes, mentored teams, and improved overall design quality and consistency.
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Xoxoday / Lead Product Designer

August 2020 – October 2022 | Bengaluru, India

- Revamped Empuls using data-driven UX decisions, improving engagement and platform usability.
- Built scalable design systems and collaborated closely with engineering teams for Storybook implementation.
- Led enterprise UX initiatives across employee engagement and rewards products.
- Mentored designers and improved collaboration across design,

product, and engineering functions.

Binary Fountain / Senior UX Designer

September 2019 – August 2020 | Bengaluru, India

- Designed enterprise reputation management and listing management experiences for healthcare-focused platforms.
 - Collaborated closely with product leadership and engineering teams to improve workflow usability.
 - Conducted design QA and usability improvements across enterprise applications.
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Sourcebits Digital / Senior UX Designer

October 2018 – September 2019 | Bengaluru, India

- Designed digital experiences for brands including Toyota, Sony, and Tata.
 - Led UX initiatives for Toyota's digital transformation platforms.
 - Mentored junior designers and contributed to design team scaling initiatives.
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Pocket52 / UX Design Lead

July 2017 – October 2018 | Bengaluru, India

- Led UX design for an online gaming platform from concept to launch.
 - Collaborated directly with founders on engagement, retention, and monetization experiences.
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Swifttote / Co-Founder, Experience Designer

August 2013 – June 2017 | Cochin, India

- Co-founded and designed a restaurant discovery and management platform focused on tier-2 cities.
- Led product strategy, UX design, branding, and customer experience initiatives.

Education

College of Engineering Chengannur (CUSAT) / Bachelor of Technology (B.Tech.) Computer Science and Engineering
June 2008 - June 2012, Chengannur, Kerala, India

Govt. Higher Secondary School, Konni, Kerala / Plus Two, Higher Secondary Education
June 2006 - March 2008, Konni, Kerala, India

Skills

Leadership	Intermediate
Collaboration	Expert
Design Leadership	Advanced
Team Building	Advanced
UX Research	Advanced
Interaction Design	Advanced
Creative Problem Solving	Expert
User Experience Design	Expert
Usability Testing	Expert
Design Systems	Expert
Rapid Prototyping	Expert
Entrepreneurship	Intermediate
Design Strategy	Advanced
Information Architecture	Advanced
Design Thinking	Expert
Product Design	Expert

Languages

English	Business Fluent
German	Basic
Malayalam	Native
Hindi	Conversational