



Gopikrishnan Sasikumar

Failed Entrepreneur | Product Design
Leader | Elevating User Experiences |
B2B | SAAS

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SUMMARY

With over 10 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

- Head of Product Design** 10/2022 - 03/2024
AssureCare LLC
Led global design teams at AssureCare, innovating B2B healthcare solutions in population management and EHR, fostering collaboration across borders.
- Lead Product Designer** 08/2020 - 10/2022
Xoxoday
As Lead Product Designer at Xoxoday, I crafted a scalable design system, mentored designers, collaborated with PMs and clients, and revamped Empuls with data-driven UX decisions. Also, led storybook implementation with frontend team.
- Senior UX Designer** 09/2019 - 08/2020
Binary Fountain™
As Senior Designer at Binary Fountain, enhanced UX in reputation and listing tools, collaborated with CTO & PMs, and conducted design QA for flawless releases.
- Senior UX Designer** 10/2018 - 09/2019
Sourcebits Digital
As Senior Designer at Sourcebits, collaborated with esteemed clients such as Sony, Toyota, Tata, and more. Led team expansion, mentored juniors, and spearheaded the digitalization of Toyota's Utrust platform.
- UX Design Lead** 07/2017 - 10/2018
Pocket52
As UX Design Lead at Pocket52, pioneered the creation of a successful online poker gaming platform, mastering gaming UX. Collaborated closely with founders, from inception to launch, and continued as a key contributor, driving millions in revenue.
- Co Founder, Experience Designer** 08/2013 - 06/2017
Swifttote
Co-founded Swifttote to revolutionize restaurant discovery & management. Created theFoodjoint, a tier 2 city-focused restaurant discovery app, later acquired.
- Co-Founder** 12/2012 - 06/2013
Codeyssus Labs
Co-founded Codeyssus, pioneering digitalization for SMEs. Originated from college freelancing, evolved into a service company. Valuable lessons from failed startup.

EDUCATION

Computer Science 06/2008 - 06/2012
College of Engineering Chengannur (CUSAT) - Bachelor of Technology (B.Tech.)

Computer Science 06/2006 - 03/2008
Govt. Higher Secondary School, Konni, Kerala - Plus Two, Higher Secondary Education

Republican Vocational Higher Secondary School, Kerala - Secondary School Leaving Certificate 06/2005 - 03/2006

SKILLS

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

LANGUAGES

English	Fluent	Malayalam	Native
German	Basic	Hindi	Intermediate