

Gopikrishnan Sasikumar

Digital Product Designer

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SUMMARY

Product design leader with 12+ years of experience across HealthTech, SaaS, gaming, and consumer platforms. Expert in design strategy, interaction design, and design systems, with a strong record of building and mentoring cross-functional design teams. Skilled at translating complex problems into elegant, user-centred experiences — delivering large-scale platform work for AssureCare, Xoxoday, Binary Fountain, and Pocket52. Combines hands-on Figma craft with design leadership, team building, and stakeholder alignment across product and engineering.

SKILLS

DESIGN & UX	RESEARCH & STRATEGY	LEADERSHIP	TOOLS & CRAFT
Product Design	UX Research	Design Leadership	Figma
User Experience Design	Usability Testing	Team Building	Rapid Prototyping
Interaction Design	Design Strategy	Leadership	Entrepreneurship
Design Systems	Design Thinking	Collaboration	
Information Architecture	Creative Problem Solving		

LANGUAGES

English — Business Fluent · Malayalam — Native · Hindi — Conversational · German — Basic

EXPERIENCE

Founding Product Designer — Echo (HRMS & Employee Engagement SaaS) **MARCH 2024 - PRESENT**
Freelance / Consulting Product Design, Bengaluru, India

- 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.

Consulting Head of Product Design — AssureCare LLC — Healthcare Platform **ONGOING**

- 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 modernisation initiatives.

Design Consultant — Xoxoday — Employee Engagement Platform **ONGOING**

- Enhanced enterprise engagement and rewards experiences through scalable UX improvements.
- Collaborated with teams to improve platform usability and consistency.

Head of Product Design — AssureCare LLC **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 organisational goals.

- Built collaborative design processes, mentored teams, and improved overall design quality and consistency.

Lead Product Designer — Xoxoday

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 to implement Storybook.
- Led enterprise UX initiatives across employee engagement and rewards products.
- Mentored designers and improved collaboration across design, product, and engineering functions.

Senior UX Designer — Binary Fountain

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.

Senior UX Designer — Sourcebits Digital

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.

UX Design Lead — Pocket52

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 monetisation experiences.

Co-Founder, Experience Designer — Swifttote

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

B.Tech, Computer Science and Engineering — College of Engineering Chengannur (CUSAT) · 2012

Higher Secondary Education — Govt. Higher Secondary School, Konni, Kerala · 2008