

# Gokul Krishnan

PRODUCT DESIGNER LONDON, UK

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I am a conscientious User Experience (UX), User Interface (UX), and Design professional with 10 years of experience. Passionate about bringing intuitive user-centric interactions to life and a strategic thinker with a passion for Visual & Graphic design with good development experience adapting to creating compelling UI & UX design solutions that make Application interaction easy and enjoyable to use in industries across the USA, UK, Europe, and India.

I excel at team management, meeting deadlines, defining processes, and creative problem-solving. As a VP, UI UX and Design, I have led the team in growth and excellence by promoting collaboration, creating a positive environment, embodying the business/marketing/product values and assisting in the achievement of product goals. I have also worked on Product, Marketing, Sales, and Communications projects - product launches, internal and external presentations, and the collateral used in marketing and sales conversations.

I have also created a seamless, intuitive, creative, and effective user experience and user interface for all customers across all products. I have been responsible for growth and excellence by promoting collaboration, creating a positive environment, embodying the business/product values and, assisting in the achievement of product goals. I have also led the development of innovative and functional “end-to-end” experiences and interfaces for a wide variety of the company’s internal and external customers, aligning the company’s goals and mission with its external-facing brand.

EXPERTISE: Product and Interaction Design: UI, UX, and Branding

OTHER SKILLS: Leading design, Art Direction

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## **RELEVANT WORK EXPERIENCE**

NEAR - VP UI / UX and Design / [www.near.com](http://www.near.com) (Oct 2014– Till date)

Near, the global leader in privacy-led Data Intelligence, curates the world’s largest source of intelligence on People, Places, and Products. Near processes data from over 1.6 billion monthly users in 44 countries to empower Marketing and Operational Leaders to confidently reach, understand, and market to highly targeted audiences and optimize their business results. Near serves major brands in retail, real estate, travel, tourism, CPG, restaurants, technology, marketing, and other industries.

As sole UI/UX Designer at Near, I established style guides, branding standards, and front-end coding standards for all the Software as a Service (SaaS) applications. Key design initiatives included improving the administration experience, increasing the utilization of the content, and providing huge visibility in the market with customer satisfaction & reaching business goals.

### **1. Responsibilities for Product Allspark:**

- I was responsible for UX vision and strategy, storyboard design, define design standards and patterns for the internal application.
- Creating User flows, User Journeys, conducting User Interviews & User Testing
- Creating high-fidelity interactive prototypes with the best User experience that met stakeholder approval.
- Collaborate with developers, product managers, Business Analysts and marketing to create amazing user interfaces
- Execute all visual design stages from concept to working with backend developers

## 2. Responsibilities for Product Engage:

- Translating high-level requirements into Interaction flows and UI Designs
- Collaborate with product management to define and implement innovative solutions for customer journeys
- Creating wireframes using storyboards and interactive prototypes to effectively communicate interaction and design ideas
- Providing the Visual Mockups for A/B Testing
- Improving the designs based on the results of A/B Testing and Heat maps
- Providing the marketing collateral, Banners and developing single web pages for third-party partners
- Updating and managing content with Interwoven TeamSite-CMS
- UI Testing & Debugging the UI issues
- Working in an Agile/Scrum development Methodology

## 3. Responsibilities for Product CARBON and COMPASS:

- Requirement Gathering, Estimation, and Task analysis.
- Collaborate on wireframes and design drafts and turn these into well-implemented, functional user interfaces
- Streamlined navigation, application, and functional processes
- Ensure consistency of design across the application.
- Cross-browser compatibility, and UI testing.
- Work very closely with the back-end development team

## 4. Near Rebranding

As the sole UI/UX Designer at Near, I established style guides, branding standards, and front-end coding standards for all Software as a Service (SaaS) applications. Key design initiatives included improving the administration experience, increasing the utilization of our content, and providing social learning interactions. I was tasked with starting a new department focused on product user experience and creative direction for all software application products. I developed processes and user feedback initiatives from the ground up and built a team of Designers and Product Owners. I work directly with leadership to influence our product vision and advocate for user feedback to validate our strategic focus.

Sri Bhagawan Mahaveer Jain College [www.jaincollege.ac.in](http://www.jaincollege.ac.in) - Aug 2011 to Jan 2013

### Graphic Designer

Jain College is one of the top colleges in Bangalore, India providing education at the Pre-University, Undergraduate, and Postgraduate levels.

As the in-house graphic designer, I was in charge of all visual elements related to SBMJCE's brand, from catalogues to websites, to photoshoots and ads, besides building branding guidelines. On the print side, my responsibility also included creating monthly magazine ads, product flyers, brochures, booth designs, logo designs and stationery, and merchandise which also includes standees and backdrops for the corporate lounge.

Unplugged India - [www.unpluggedindia.com](http://www.unpluggedindia.com) Mar 2010 - Jun 2011

### Lead Graphic Designer

Starting out as an intern, I later became the sole in-house Graphic Designer at Unplugged India. Creating graphic material and designing for both web and print; working on newsletters, promotional materials, catalogs and photo retouching.

Later as a team lead my role within the company was extremely broad, ranging from creative, technical, management, and client contact. I have proven myself to be an all-rounder, but with a passion and flair for creativity and design.

Work included various projects for Wipro, Infosys, Nikon, Redbus.in, Essilor, Nabler, Esprit, Sobha and Mindtree.

## COURSES / EDUCATION

### Program:

Google UX Design Certificate, Jun 2022

Bachelor in Mechanical Engineering, 2009

### SELECTED KEY PUBLICATION:

Featured in UX Collective - [Designing efficient data tables for saas platforms](#)

Featured in Bootcamp - [Designing UI cards for an award-winning SaaS product](#)

**For more, visit: <https://www.linkedin.com/in/gokulkrish/>**