

Gobu Gopal

Product Consultant | UX Researcher

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Skills



Design Audit
WCAG Standards
Generative AI
Discovery Workshop
Usability Testing
Stakeholder Management
Cross Team Collaboration

Tools

Figma
Miro
Axure RP
Adobe XD
Google Analytics
User Testing
Pen and Paper

Accomplishments

- Won 'Remote Stellar Award' for the year 2022-23 at Bristlecone
- Researched and Developed a Unique **Design System** (Style guide) across workspaces for Corning (Bristlecone Client).

Education

MCA

Bharathiyar University,
Coimbatore | 2004 – 2008

Certifications

Google Certified Foundation of User Experience

Certified in **Figma UI UX Design Essentials**

Certified in **How to Design for Accessibility: for UX Designers (WCAG 2.2)**

Certified in **Human Computer Interaction –HCI**

Udemy Certified **Customer Experience (CX) Master Class**

About

Focused innovative delightful UX Researcher & Product Designer, facilitating efficient team environments and delivering solutions for mobile-first products for human-centered design with a passion. With 8+ years developing innovative, approachable user experience frameworks for B2B, B2C & SaaS products. Skilled at diverging from UX norms without alienating users. Expertise in client engagement, design direction, and team management, delivering exceptional results that scale businesses effectively.

Experience - 8 years

Product Consultant | UX Researcher - Sep '23 – Present

As a contractual UX consultant for an upcoming SaaS Platform, am focused on problem-solving at the heart of UX design, similar to how visual design addresses visual challenges. My approach goes beyond aesthetics, emphasizing a deep understanding of user needs to help them achieve their goals quickly and intuitively while maintaining a strong sense of accuracy in the design process.

Lead UX | Bristlecone - Jun '18 – Jun 2023

Project Leadership: Mentored junior designers on over 12 projects through discovery, research, whiteboarding, conceptualization, wireframing, and design handover while promoting **innovation** in every phase.

Experience Design: Developed B2B and B2C products across 3+ projects, both independently and collaboratively, driving business growth for clients through an organized approach and time management.

Sales: Boosted sales by creating proof of concepts, pitching to potential clients, providing detailed effort estimations, and converting pitches into projects.

Hiring: Expanded the UX team by interviewing candidates and evaluating their skills across multiple locations.

Senior UX Designer | Medetech Infotech - Jan '17 - Apr '18

Experience Design: Designed and revamped user experiences for 3+ rehabilitation healthcare applications used globally by employees.

Project Management: Oversaw 5 projects with a team of 2 designers, guiding them through the UX lifecycle and reviewing UI and HTML before delivery with a strong focus on efficiency.

Usability Study: Developed test scripts, conducted usability tests, analyzed results, and prepared reports for 2 applications.

UX Designer | Attune Technologies - Jun '15 - Jan '17

Designing Healthcare Apps: Conceptualized and designed over 5 healthcare apps, significantly boosting team productivity across various processes.

Implementation: Led the rollout of healthcare apps, collected feedback, and continuously refined the user experience utilizing a framework of iterative improvements.

UX & Research Skills

Figma	Axure RP	Wireframing	Prototyping	Design Thinking
Adobe CC		Surveying		Design Principles
MIRO		Task flows		Competitive Analysis
Framer		Office 365		User Research
Usability Hub		Problem-Solving		Usability Testing
Hotjar		Conducting Surveys and		Remote Testing
UX Metrics		Research		Qualitative & Quantitative Research
				A/B Testing