

# Jithu Varghese

## Product Designer

Self-taught product designer with an experience of 8+ years, building digital products people actually use - from ACKO Health Insurance to MyGate's resident app used by millions. Now I'm focused on what most designers are just starting to explore: AI systems that humans actually trust.

 Bangalore, India

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### Work Experience



#### Xoxoday / Sr. Product Designer

Dec 2023 - PRESENT

**Empuls** - Led end-to-end redesign of Empuls (Web & Mobile). Rebuilt the visual identity, redesigned UX flows, and spearheaded AI-driven design features for an employee engagement platform at scale.

**Compass** - Redesigned and modernised Compass - Xoxoday's sales performance product - with particular focus on mobile experience consistency.



#### ACKO / Sr. Product Designer

Aug 2021 - Oct 2023

**ACKO Health** - Designed and launched a first-of-its-kind health insurance product - concept to first version in 3 months. Now at 200+ monthly sales.

**Advance Cash** - Redesigned the claims journey with a feature that provides upfront funds for medical treatment, reducing financial friction at the most stressful user moment.

**ACKO app redesign** - Revamped the end-to-end ACKO app experience - new design system, visual overhaul, and UX improvements that supported the company's growth phase.



#### MyGate / Product Designer

Feb 2019 - Aug 2021

**Resident app redesign** - Led a complete redesign of the resident-facing app - solving navigation and UX failures that had accumulated as the product scaled to millions of users.

**MyGate Business** - Designed and owned the B2B pod - a visitor management system for workplaces.

**MyGate Passport** - Research-led design project exploring how MyGate could create value for blue-collar workers. Designed and built an app addressing access and job-seeking challenges.



#### Netbramha Design Studio / UI/UX Designer

Mar 2018- Feb 2019

Conceptualised, designed complex projects, collaborating with renowned clients like Infosys, Luminous, and Hero Moto Corp to achieve impactful outcomes through research-driven solutions.



#### Fliptango Global Solutions / UI/UX Designer

Apr 2017 - Mar 2018

Key player at a Dubai-based OLX venture, transforming property sales, preowned items, and job listings with enhanced user experiences and successful transactions



#### Waamos IT Solutions / UI/UX Designer

Jan 2013 - Apr 2017

Co-founder and Product Designer experienced in managing international clients from Australia and Germany, with expertise in digital marketing and website management.

## Awards & Achievements



### UX India Awards

**Silver Medal Winner, UX INDIA Awards** – Recognized for outstanding UI/UX design on the Luminous India project at Nertbramha Studios.



### Top 10 User's Choice Apps

Designed Zelish, a top-rated food tech app acclaimed as India's best-designed recipe platform and featured in **Google Play Store's Top 10 User's Choice Apps of 2020**.

## Education

Annamalai University

### Bachelor of Visual Communication

2019 - 2021 (Distance)

UC College, Kochi

### Bachelor of Computer Application

2009 - 2012

## Skills

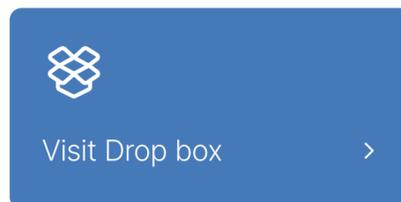
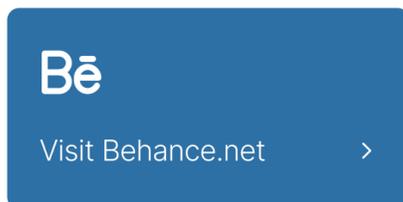
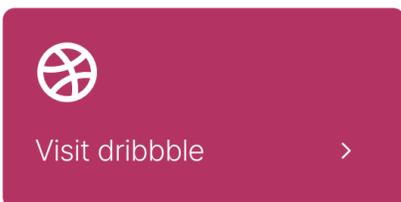
### Design

UX Design • UI Design • Illustration • Interaction Design • Micro interactions • Design System • Service Design • Saas Designs •

### Research

Data Analysis • User Interviews • Journey mapping • Service Blueprints • Usability Test • Heuristics analysis • Field studies • Remote Usability Testing • A/B testing & more

## Portfolio



## Tools

