JILSON JOSEPH

UX & PRODUCT DESIGNER

ACCESSIBILITY | SERVICE DESIGNER | DESIGN SYSTEM | USER JOURNEY

5.8 Years | Bangalore, India

Current Employer : **Designit** (Wipro)

✉ Jilson.Cr9@gmail.com

📞 +91- 7019841803

in LinkedIn

Bē Behance

Dribbble

I'm a passionate User Experience Designer driven by the belief that the **best customer experiences happen beyond the screen**. By embracing design thinking and understanding **user psychology**, I create intuitive, empathetic solutions that engage users on a deeper level. My interest in **gamification** and **storytelling** allows me to craft immersive, engaging user journeys.

My deep thinking on design drives me to prioritise **accessibility**, ensuring that all users feel represented and supported. I take a holistic approach to creating **inclusive designs**, I focus on both front-end and back-end experiences, aiming to deliver seamless and impactful **service designs**. I work on creating both current-state and future-state blueprints, with targeted interventions to enhance the overall experience.

SKILLS

UX DESIGN	UI DESIGN	ACCESSIBILITY
USER RESEARCH	PRODUCT DESIGN	WIREFRAMES
USABILITY TESTING	HEURISTIC EVALUATION	UX WRITING
SERVICE DESIGN	GRAPHIC DESIGN / ICONS	TASK ANALYSIS
SERVICE BLUE PRINT	BUSINESS MODEL	JOURNEY MAPPING
PROTOTYPE	A11Y AUDIT	HTML / CSS

CERTIFICATES (15)

UI UX DESIGN	ACCESSIBILITY
PRODUCT PSYCHOLOGY	EMOTIONAL DESIGN
PSYCHOLOGY OF E-COMMERCE	MOBILE UX STRATEGY
JOURNEY MAPPING	SERVICE DESIGN
GAMIFICATION	DESIGN FOR THOUGHT AND EMOTION

TOOLS

FIGMA   ADOBE XD   SKETCH   ILLUSTRATOR   MIRO

JIRA   TRELLO   ADOBE PHOTOSHOP   MURAL   FIGJAM

EDUCATION

MCA (Master of Computer Application)

— 2014-2017

Kristu Jayanti College, Bangalore

KEY EXPERIENCE

US Bank (US) - Accessibility Experience Designer

— Current Role   Designit

- Ensured all designs met A11Y standards and led review meetings to confirm accessibility compliance.
- Trained design teams on accessibility best practices.
- Conducted an accessibility awareness session.

Wipro TSC - Service Designer

— 2024   Designit

- Conducted user research activities across departments to identify process gaps.
- Facilitated workshops to map the current-state service blueprint.
- Developed future-state service blueprints with strategic interventions.

Aviva (UK) - Customer Journey Designer

— 2023   Designit

- Conducted in-depth user research and ideation sessions to identify pain points.
- Defined a user journey template for the project.
- Mapped user journeys and aligned solutions with business benefits and best practices.

Cynergy Bank (UK) - Managed Design System

— 2022   Designit

- Created and managed the Design System, ensuring accessibility and WCAG 2.1 compliance, enhancing usability and cross-team communication.
- Defined guidelines for the new components.

Cars24 (UAE) - UI/UX Designer

— 2020-2021

- Led user research and design ideation sessions with stakeholders.
- Developed MVP and optimised post-booking user journey, addressing 60+ key tasks.

Dave.AI - UI/UX Designer

— 2019

- Built and designed a responsive website from scratch.
- Designed product interfaces for websites, kiosks, mobile apps and tablets.