



Sayooj PP

SENIOR VISUAL DESIGNER

Specializing in Design Systems, Brand-Led UX & Scalable Mobile Experiences for Global Products.

+91 9037124387

sayoojmanohar@gmail.com

Bangalore, India

Key Achievements

- Led design for 30+ global brand apps
- Cut dev handoff time by ~40%
- Products shipped in 15+ countries
- Mentored a team of 5 designers
- 2× award winner at Echidna

Skills

DESIGN LEADERSHIP

- Creative Direction
- Visual Systems Architecture
- Brand Experience Strategy

PRODUCT DESIGN

- Mobile UX (iOS & Android)
- Design Systems & Libraries
- Interaction & Motion Design

CRAFT

- Typography & Color Theory
- Iconography & Illustration
- Accessibility (WCAG)

Tools

FigmaSketchPhotoshop

Illustrator

Awards

- Best UX Designer Award**
Echidna Software · 2023
- Star Performer Award**
Echidna Software · 2019

Language

English

Malayalam

Tamil



Portfolio [sayoojpp.com](#) ↗
Selected works used by global brands across 15+ markets — iOS, Android & Web.

Experience

- Senior Visual Designer

10 Years

Echidna Software Pvt Ltd · March 2015 – May 2025

 - Led visual design for 30+ global brand apps across iOS & Android — including Michael Kors, Dubai Duty Free, Continental Batteries & GAF.
 - Architected scalable design systems that reduced design-to-dev handoff time by ~40% across 5 concurrent product teams.
 - Directed UX storytelling for digital products used in 15+ countries, ensuring brand coherence across all touchpoints.
 - Drove the company's pivot to a digital twin ecosystem — translating stakeholder research into launch-ready interface strategies.
 - Mentored a team of 5 designers; established component libraries and documentation standards adopted org-wide.
 - Championed WCAG accessibility compliance across all mobile products, improving inclusivity scores on major audits.
- Visual Designer

2 Years

C-Cubed Solutions Pvt Ltd · June 2013 – Dec 2015

 - Designed responsive web experiences for 4 client brands — Monarch Realty Group, Vocca Chocolate, Maison De Rose & Shams Al Rafa.
 - Delivered pixel-perfect UI in close collaboration with developers, reducing QA revision cycles by 30%.
 - Established colour systems and layout grids used across all client deliverables, ensuring cross-page design consistency.
 - Created wireframes and high-fidelity prototypes that accelerated client sign-off time.

Featured Projects

Michael Kors

luxury fashion and accessories with timeless, modern style.

Dubai Duty Free

world-class duty-free shopping for travellers at Dubai's airports.

Ergodyne

Durable precision safety gear for demanding worksites.

Jellybelly

Premium gourmet candies crafted to spark joy worldwide.

Pierce Truck Parts

The online resource for genuine Pierce parts and technical support.

GAF Digital Platform

Quality roofing systems that safeguard homes and communities.

Specified Technologies

Advanced fire protection systems engineered to stop fire, smoke and hot gases.

Vocca Chocolate

A premium chocolate and gourmet treats destination delivering handcrafted flavours and artisanal delights online.

Education

- Bachelor of Fine Arts

2010 – 2013

 - Strong foundations in visual design, creative expression & digital art.
 - Coursework: art history, design principles, illustration & multimedia production.