BINU JOSE

SENIOR PRODUCT DESIGNER | USER EXPERIENCE DESIGNER | HFI - CUA™

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Product designer with 14 years of experience and more than 22+ years in design overall, mostly on complex products used by people with very different needs. I start with the people who live with a problem every day and ask why it's there, then work with product and engineering to design journeys that feel simple and are practical to build. That approach has taken me from road crews on US construction sites to dhow captains in Dubai, and in Totara it helped bring the US Office of Personnel Management (OPM) on as a customer, one of Totara's biggest in the US. Today, AI is part of that work too, both in the features I design and in the way I design them. The tools keep changing, but what I'm aiming for doesn't. I want people to enjoy what I design, and I want the business behind it to feel the value.

WORK EXPERIENCE

Totara Learning – User Experience Designer
January 2019 – Present | Wellington, New Zealand

I work with UX researchers, product owners and engineers across Totara's learning, performance and social learning products.

Product design:

- Designed Totara's generative AI features, including an in-editor writing assistant, image generation, AI quiz creation and a SMART goal assistant.
- **SF 182 for TotaraGov:** led the design of a digital SF 182 with government customers and product owners, replacing the paper form US agencies used to request and approve external training. The add-on helped bring the US Office of Personnel Management (OPM) on as a customer.
- Involved in many other feature designs across Totara Learn, Perform and Engage, including multi-stage approval workflows, Engage workspaces and playlists, and the native Totara Mobile app for iOS and Android.

Design system:

- Driving the Totara UI Kit's move to shadcn/UI and Tailwind CSS, with new tokens, theme modes and the standards developers and AI coding tools build from and used Claude to rebind 13,000+ design elements in a week.

QBurst – Manager, UX
February 2016 – January 2019 | Kochi, India

- Led and coached five UX designers across client projects, running discovery and journey-mapping workshops to turn business goals and user needs into designs.
- AWARE, Oldcastle Materials (US): led UX for the mobile and web app behind a radar-based system built to protect road crews from vehicles entering work zones, after Oldcastle lost four workers to distracted drivers. Ran two weeks of on-site discovery in Utah, created personas and usability-tested with nine users. The system was piloted with 13 crews across eight US states.
- **Nau, DP World and Dubai Customs (Dubai):** led UX for a two-sided app for booking cargo space on dhows. Interviewed non-English-speaking dhow captains to understand how they operate, then designed route listing, booking, payments and tracking.

EY - Sr. User Experience Designer
April 2012 – February 2016 | Kochi, India

While at EY, I was part of EY's Research & Innovation team for many high-profile projects. I collaborated with stakeholders, business analysts, developers and other team members of the creative design team to build a delightful experience for the core auditing platforms and in-house products to support auditors and advisories across the globe.

ASSYST - Multimedia Lead
April 2004 – March 2012 | Kochi, India

Early 2000 aye! I did a bit of everything, websites & UI design, HTML/CSS and Drupal theming, logo designs, brochures, 3D & 2D animations, special effects and video editing.

SKILLS

User research
Information design
Journey mapping
Usability testing
Accessibility testing
Wireframing and UI prototyping
Micro interaction design
Responsive design
Visual design
iOS & Android UI design
Design systems
Design tokens & variables
Developer handoff
AI-assisted design
Cross-functional collaboration

TOOLS

Design: Figma (Dev Mode, variables, Figma Make)

AI-assisted design: Claude & Claude Code

Collaboration: Miro, Fig Jam

EDUCATION

M.Sc. Data Science (On going)
Symbiosis University

Bachelor of Commerce
Periyar University

Certified Usability Analyst (CUA)
Human Factors International

Triple Certification in Media Convergence, Web Engineering & Animation
Arena Multimedia