

JOHN YUMUL PRODUCT DESIGNER		johnyumul.com linkedin.com/in/john-y-269ab4260/	johnyumul.ph@gmail.com +63 960 308 3761
	OnlineCareers.PH Founding Designer Nov 2024 - Present	Established the end-to-end design foundations and system in Figma for both employer and jobseeker platforms of a venture-backed startup, elevating UI quality and consistency across products.	
	E Purple T Holdings Founder's Associate Jun 2025 - Present	Led validation and go-to-market experiments for an entertainment MVP, conducting user research and campaign tests that confirmed market demand and drove early traction .	
	Dashlabs.ai (YC W21) Support Engineer Intern Aug 2025 - Oct 2025	Diagnosed and resolved client issues at Dashlabs.ai (YC W21), authored HTML/CSS-based medical documents, and built internal documentation that improved engineering turnaround and client experience .	
	Angkas UX Research Intern Feb 2025 - Jul 2025	Delivered actionable UX insights that guided feature launches and a full redesign across Angkas' biker and consumer apps, enhancing usability and boosting engagement metrics such as promo adoption.	
	Codebility UI/UX Design Intern Dec 2024 - Jan 2024	Redesigned key user flows and built a scalable design system for Codebility's sports booking app (Applete), improving user retention and ensuring consistent, high-quality UI across the platform.	
LEADERSHIP	Prosple Campus Ambassador Feb 2025 - Present	Promoted Prosple through online and offline campaigns, driving 800+ student sign-ups and representing the brand at 5 university career fairs.	
	gen z book club Founder Jan 2024 - Present	Directed The Gen Z Book Club's growth from concept to 400+ members , leading teams, securing major partnerships, and launching initiatives that drove 20% monthly growth nationwide .	
EDUCATION	Batangas State University Expected June 2026	BS Computer Science Cum Laude Standing, Dean's Lister	
SKILLS	Design & Prototyping	Figma, Framer, Webflow, FigJam, Miro, Canva, Design Systems, Wireframing, Prototyping, UX Writing	
	Product and UX Research	User Interviews, Surveys, Usability Testing, Journey Mapping, Persona Development, Thematic Analysis, MVP Design, Lean Experimentation, Cross-Functional Collaboration	
	Technical & Languages	Python, C++, JavaScript, React, HTML/CSS, SQL, Git, Jira	
AWARDS	PH100 under 30	StellarPH — Recognized among emerging leaders shaping the Philippine startup ecosystem through innovation and community impact.	
	1st Place	Sikaptala National Hackathon, CICSSG at DLSU Dasmarias	
	3rd Place	GenAlus Hackathon 2025, Google Developers on Campus UP Manila	
	Best Case Study	UX Bootcamp, User Experience Society at ADMU	