

**JOHN YUMUL**  
PRODUCT

**OnlineCareers.PH**  
Founding Designer  
Nov 2024 - Present

**Startup PH Training**  
Marketing Lead  
Oct 2025 - Present

**E Purple T Holdings**  
Founder's Associate  
Jun 2025 - Nov 2025

**Dashlabs.ai (YC W21)**  
Support Engineer Intern  
Aug 2025 - Oct 2025

**Angkas**  
UX Research Intern  
Feb 2025 - Jul 2025

**Codebility**  
UI/UX Design Intern  
Dec 2024 - Jan 2024

**Prosple**  
Campus Ambassador  
Feb 2025 - Present

**gen z book club**  
Founder  
Jan 2024 - Present

**LEADERSHIP**

[johnyumul.com](http://johnyumul.com)  
[linkedin.com/in/john-y-269ab4260/](https://linkedin.com/in/john-y-269ab4260/)

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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**.

Led growth and funnel optimization, **driving ₱50,000+ in workshop revenue, numerous B2B collaborations, and ₱18,000/month in cost savings** by developing in-house solutions to replace third-party SaaS.

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**.

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**.

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.

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.

Promoted Prosple through online and offline campaigns, **driving 800+ student sign-ups** and representing the brand at 5 university career fairs.

**EDUCATION**

**Batangas State University**  
Expected June 2026

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**.

**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 Dasmarinas

**3rd Place**

GenAlus Hackathon 2025, Google Developers on Campus UP Manila

**Finalist**

Philippine Junior Data Science Competition 2025, UP Data Science Society

**Finalist**

Homecredit AI in UX for Fintech Hackathon

**Best Case Study**

UX Bootcamp, User Experience Society at ADMU