

# Paul V John

Experience Designer

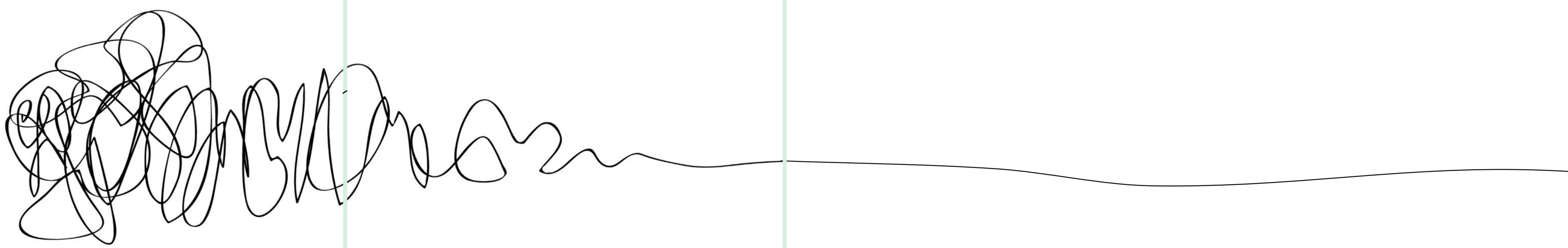
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RESEARCH

CONCEPT

DESIGN



## Full-time (4 Years)

### Vokab Technologies

Product Design Lead  
Dec 2018 - Present

### Deloitte Digital (US)

Consultant (BTA)  
Jun 2016 - Dec 2018

### Myntra Pvt. Ltd.

Internship  
Nov 2015 - Mar 2016

## Awards / Recognition

### Best Innovative Approach - Degree Project (Myntra)

Symbiosis Institue Of Design  
Design Showcase (2016)

### MiBridge (Michigan Govt.)

Digital Edge Award (2019)  
International Data Group

## Education

### Symbiosis Institue (B.Design)

Communication Design (UX)  
Jun 2012 - Apr 2016  
Pune, Maharashtra

### St. Thomas Residential (ISC)

Jun 2010 - Mar 2012  
Trivandrum, Kerala

### Pallikoodam (ICSE)

June 2000 - March 2010  
Kottayam, Kerala

Last updated on: 08/12/2020

## About Me

My work is rooted in having rigorous research, open dialogues and iterative cycles, this helps me in moving ideas from good to great. A research-based approach helps me ensure that each design is appropriately targeted to the end-user as well the client's broader brand strategy. This approach has helped me in helping plenty of startups as well as many established fortune 500 companies.

## Key Experiences

### Vokab Technologies, Bangalore

At Kubric, we are helping teams manage and scale content creation. In order to do so, we have built out an asset management system, as well as a campaign creation system. Right now working on merging both of those entities into a single seamless experience. Joining the firm at an early stage gave me a lot of exposure on how to take a product from zero to one. Working on rough concepts and tweaking it to achieve a product-market fit is what challenges and excites me.

### Deloitte Digital, Bangalore

Worked with a diverse set of industries such as government agencies, pharmaceutical companies, national defence, entertainment, oil companies, retail businesses and so on. Helped introduce and facilitate the GV five-day design spirit in projects to help teams iterate solutions faster. Actively pitched and won various projects on the firm's behalf.

### Myntra, Bangalore

Major part of my internship was focused on exploring ways to inculcate collaboration and conversation in Myntra's shopping experience. I also laid down the initial groundwork for the supply side design system, which I leveraged to create a purchase planner and other tools.

### DY Works, Mumbai

Conducted a hands-on workshop on applying neuro-psychology to marketing research. Applied eye-tracking study to optimize packaging design for well known FMCG company. Worked with a National TV channel to measure the impact of different TV programs on different consumer profiles, using Eye tracking and EEG signals.

### IOTA Foundation, Berlin

Designed the official wallet "Trinity" for the cryptocurrency project IOTA. Worked directly with the board of directors and core developers.