

Paul V John

Experience Designer

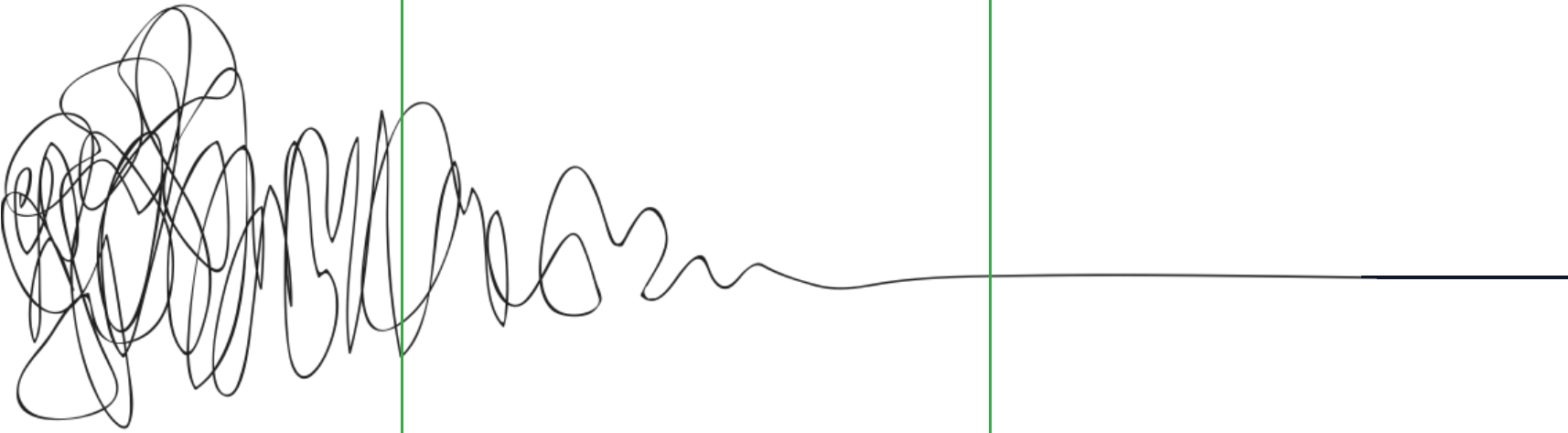
+91-9766-417-415

thatsmywork.in

Research

Concept

Design



Full-time (6 Years)

Sensibull

Head of design
Apr 2021 - Present

Vokab Technologies

Product Design Lead
Dec 2018 - Apr 2021

Deloitte Digital (US)

User Experience Consultant
Jun 2016 - Nov 2018

Myntra Pvt. Ltd.

Internship
Dec 2015 - Mar 2016

Awards / Recognition

Best User Experience

Shopify Commerce Award 2020
Shopify Inc

MiBridge (Michigan Govt.)

Digital Edge Award (2019)
International Data Group

Best Innovative Approach Degree Project (Myntra)

Design Showcase (2016)
Symbiosis Institue Of Design

Education

Symbiosis Institue (B.Design)

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

St. Thomas Residential (ISC)

Trivandrum, Kerala
Jun 2010 - Mar 2012

Pallikoodam (ICSE)

Kottayam, Kerala
June 2000 - March 2010



Last updated:
21-Jun-22

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Key Experiences

Sensibull, Bangalore

Currently making options trading simpler and safer for retail investors through designing various tools and services. Built a design system to streamline workflow and tackle inconsistencies.

Designed TradeRight, India's biggest advisory platform bringing the unorganized advisory market to the forefront. Mobile-first design using insights from extensive user interviews.

Vokab Technologies, Bangalore

Joining the firm at an early stage gave me a lot of exposure to how to take a product from zero to one. Working on rough concepts and tweaking them to achieve a product-market fit is what challenges and excites me. I successfully scaled up the design team as the company grew.

Built out an asset management system, as well as a campaign creation system that teams like Swiggy, Myntra & amazon used on a day-to-day basis to generate creatives/advertisements at scale.

Designed Modemagic from zero to one which went on to win Shopify Commerce Award 2020 for the Best User Experience in 2020 and also the ProductHunt Golden Kitty award. This in turn created a substantial revenue stream for the company.

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. Won Digital Edge Award for the work done with Michigan state government.

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, whichI 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 diffrent 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.