

Paul V John

Experience Designer

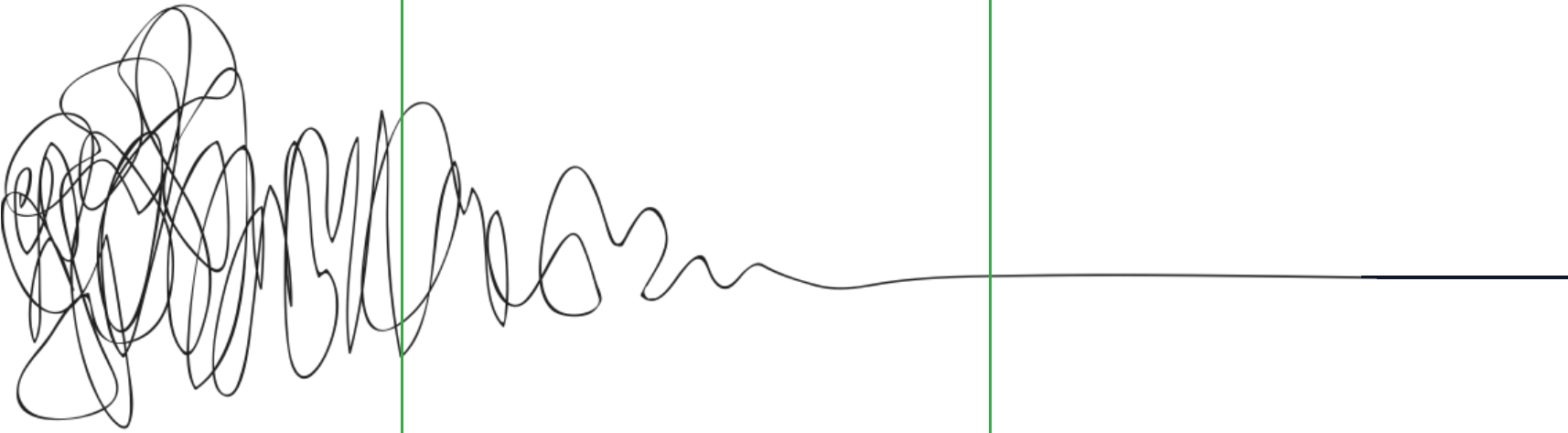
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thatsmywork.in

Research

Concept

Design



Full-time (6 Years)

Sensibull

Head of design
Apr 2020 - Present

Vokab Technologies

Product Design Lead
Dec 2018 - Apr 2020

Deloitte Digital (US)

Product Design Lead
Dec 2018 - Apr 2020

Myntra Pvt. Ltd.

Product Design Lead
Dec 2018 - Apr 2020

Awards / Recognition

Best User Experience

Shopify Commerce Award 2020
Shopify Inc

Best Innovative Approach Degree Project (Myntra)

Design Showcase (2016)
Symbiosis Institue Of Design

MiBridge (Michigan Govt.)

Digital Edge Award (2019)
International Data Group

Education

Symbiosis Institue (B.Design)

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

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.

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

Built a design system to streamline workflow and tackle inconsistencies.

Vokab Technologies, Bangalore

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. Succesfully scalled up the design team as the company grew.

Built out an asset management system, as well as a campaign creation system which teams like swiggy, myntra & amazon used on a day to day basis to generate creatives / advertisments 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 ProductHunt Golden Kitty award. This inturn 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.