

# Paul V John

Experience Designer

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thatsmywork.in



Contact  
Information

## Initiatives

DZMA 2015  
UX Department Lead

UX@SID  
Portfolio showcase portal

Lakshya 24hr Drawing event  
Instagram driven event page

## Cientele

Mentormind  
SocialMob  
Dy Works  
Gehna  
AEISEC  
Caspo LLC  
Cara Express  
InitiativeMPV  
Zyboorg  
Rideblock  
Procter & Gamble

## Full-time

Deloitte Consulting  
Jun 2016 - Present

Myntra (Internship)  
Nov 2015 - Mar 2016

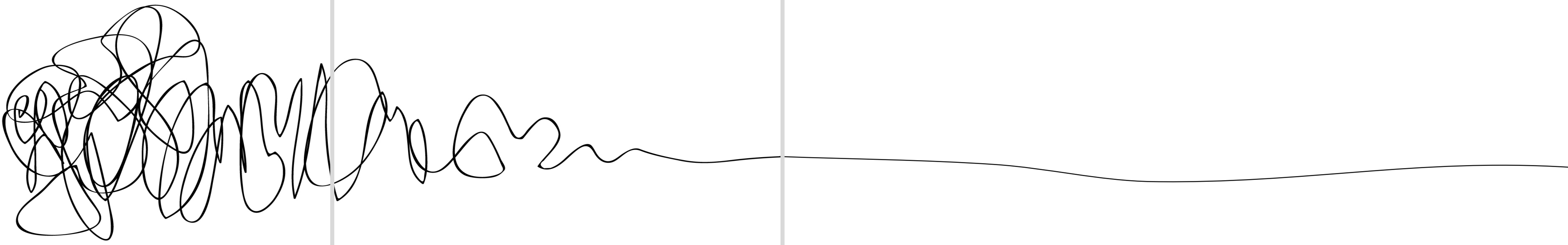
## Awards / Recognition

For Best Innovative Approach  
Design Showcase (2016)

Research

Concept

Design



## About Me

Crafting creative solutions that adhere complex problems is what drives me. My work is rooted in having rigorous research, open dialogues and iterative cycles, this helps me in moving ideas from good to great.

Experienced in working with brands for making interfaces that are usable, enjoyable and memorable. I prioritize in a research-based approach to ensure that each design is appropriately targeted to the client's larger brand strategy.

## Skill Set

Design Thinking  
Stratergy Design  
Information Architecture  
Interaction Design  
Design Management  
Rapid Prototyping  
Usability Testing  
Neural Marketing Research  
Eye Tracking / Gaze Analytics

## Tool Set

Bohemian Sketch  
Principle  
Origami  
After Effects  
Axure RP  
Python  
CSS  
Arduino

## Education

Symbiosis Institute Of Design (B.Design)  
Communication Design - User Experience  
June 2012 - April 2016  
Pune, Maharashtra

St. Thomas Residential School (ISC)  
June 2010 - March 2012  
Trivandrum, Kerala

Pallikoodam / Corpus Christy (ICSE)  
June 2000 - March 2010  
Kottayam, Kerala