

Paul V John

Experience Designer

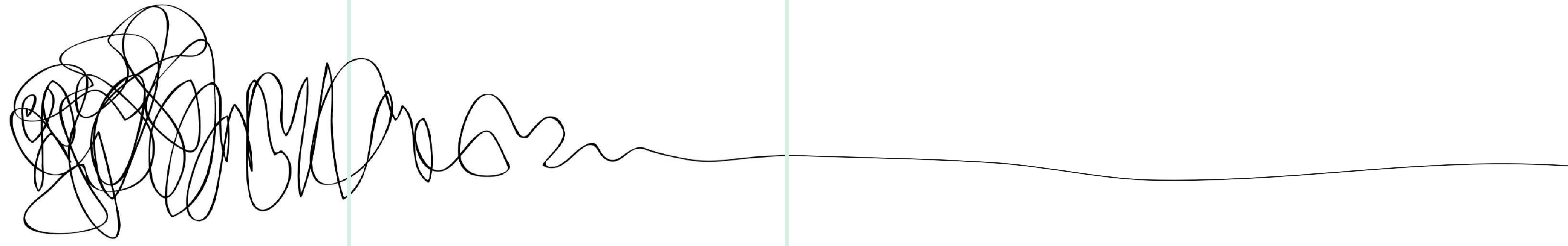


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RESEARCH

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.

Consultant (BTA)
Nov 2015 - Mar 2016

Awards / Recognition

Degree Project (Myntra)

Best Innovative Approach
Design Showcase (2016)
Symbiosis Institute

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

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

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.

Toolset

Design Thinking • User interviews • Paper prototyping • Wireframing • Information Architecture • Card Sorting • Interaction Design • Usability Study • Eye Tracking • Neural Mapping • Python • CSS • Arduino • Sketch • Principle • After Effects