

Jayaprasad Mohanan

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Summary

With eight years of experience leading design teams, I've successfully transformed complex business challenges into user-centric solutions. My expertise includes product strategy, design leadership, innovation, and understanding user needs and market trends. I excel at collaborating with cross-functional teams to deliver innovative platforms and mobile applications, driving growth and enhancing customer satisfaction.

Experience

Inflow | Ho Chi Minh City, Vietnam

Head of Product and Design | 09/2023 - 04/2024

As one of the early Product Owners, I had the chance to work on a range of high-impact products.

- Designed and managed the Buyer, Seller, Factory, and Admin Platforms, with which our users can:
 - Create and manage RFQs.
 - End-to-end Sample and Bulk Production Pipeline.
 - Full-fledged e-commerce Inflow Catalog.
 - Trend Analytics and Forecasting Dashboard.
 - Admin portal using which Inflow businesses can manage data, users, orders, payments, and more.

Product and Project Management:

- Work with the CEO and other teams (marketing, fabric, production, finance) to turn company goals into actionable product and design decisions.
- Gather requirements, maintain product requirement documents, and product specs.
- Manage the backlog, run sprints, groom the product roadmap and tech priorities.
- Work with the tech team to manage releases.

Deliverree | Ho Chi Minh City, Vietnam

Head of UI & UX | 10/2019 - 06/2023

At Deliverree, I've led design projects from inception to execution, working closely with cross-functional teams, as well as business, execs, and stakeholders. It's been quite the ride touching product surfaces which affect hundreds of millions of users every day across three nations.

Large mobile and web projects I've owned include:

- Maintaining the core Full Truck Load business.
- Maintaining the core Deliverree driver app experience.
- Building the Less Than Truck Load business from ground up.
- Building the Full Container Load business from ground up.
- A completely redesigned Fleet Partner Dashboard.
- Maintaining and enhancing the Recipient Dashboard and Internal Admin Panel.
- Was part of the team which released a Quick Commerce Shopping experience during the COVID pandemic (design to execution in 2 weeks).

As a design head,

- I run and manage design sprints.
- I designed and maintained the design library.
- I keep the team aligned to create product experiences with a mobile-first mentality while still establishing consistent interaction patterns across web and mobile.
- I lead white-boarding sessions with product teams.
- I run multiple design workshops every week for critiques and design reviews to drive product direction.
- I managed, collaborated, and mentored a team of junior designers.
- I review and maintain design file version control using Abstract.
- I collaborate with stakeholders during requirement gathering sessions.
- I run prototype demos with stakeholders to gather feedback.
- I collaborate with data, tech, and product managers to find pain points and monitor performance for opportunities.

Vakilsearch | Chennai, India

Head of Product Design | 08/2016 - 06/2018

Designed and Launched Libra:

- Led the end-to-end design of a legal management software tailored for lawyers and law firms.
- Collaborated with product owners and software engineers in an Agile environment.
- Addressed the challenge of developing a technology platform for a technically challenged audience by prioritizing design solutions that visually conveyed functionality.

Bluejeans Network, ShopX, Relia Software, Inkoniq, Sprim, and Pixel Factory | Chennai & Bangalore, India

Various Design Roles | 01/2011 - 12/2016

Worked as a single man design team to medium and big sized design teams on several projects.

Passion Projects

Runcaster: Sports app to follow cricket scores live, using multiple styles of live activities • 2023 to 2024 • Rated 4.4 globally • 3000+ downloads • 150+ in-app purchases.

Decipher: Daily world news, curated, grouped, and summarized using Artificial Intelligence • 2024 • Rated 4.3 globally • 1000+ downloads.

Portfolio

jayaprasadmohanan.com Majority of my work for Inflow and Deliverree are NDA protected and it's not published online. I will be happy to present them personally.

Behance (Got featured awards 2 times): <https://www.behance.net/prasad1287>, Dribbble: <https://dribbble.com/prasad1287>

Skills

User interface Design, User Experience Design, Interaction Design, Prototyping, Visual Design, User Research, Wireframing, Leadership Experience, Cross-Functional Team Leadership, Agile Software Development, Stakeholder Management, Product Strategy, Design Thinking, Problem Solving, Attention to Detail

Education

Griffith University | Brisbane, Australia

Masters in Digital Design | 04/2011

SRM University | Chennai, India

Bachelors of Science - Visual Communication | 03/2008

Certificates

Professional Diploma in 3D Animation and Visual Effects