

Kevin F John

Senior Product Designer

I'm a Senior Product designer with 10 years of experience. I've gone from sole designer to leading teams, doing field research, building design systems, and shipping products across AI, fintech, construction and, logistics.

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Experience

Senior Product Designer @Pavo AI

Jul 2025 – Sep 2025 (3 month Contract)

- Designed the core product experience for an early-stage enterprise AI platform, working directly with the **founders** to turn emerging AI capabilities into customer-facing product experiences used in early sales and pilots
- Designed the **core search and knowledge experience**, where users could ask questions in natural language and have Pavo retrieve, reason over, and synthesize information from their connected company data and systems
- Built **Cheatsheets**, a consolidated view that brought important information from across a company into a single, structured surface. This became a key way to demonstrate Pavo's value to prospective customers.
- Designed **Huddle, a human-in-the-loop** interaction for working with the AI during a task, letting users provide context, correct its understanding, answer follow-up questions, and guide it toward better results
- Designed the initial product system and interaction patterns to support different enterprise use cases as Pavo evolved from an early prototype into a platform for working with production data and AI agents

Senior Product Designer @Flobiz (myBillBook)

Dec 2019 – Dec 2024 (5 years)

- Joined as the **sole designer** and built the entire product from **0 - 1** across web, desktop, Android, iOS and POS, owning research, strategy, visual design and delivery end to end
- Conducted on-site field research with SMB owners across Bangalore and Ranchi; **discovered 75%** of users were on low resolution monitors invisible to the product's design assumptions, and led a usability rework that cut UI-related support tickets by **~70%** within the first month of rollout
- Redesigned the invoicing flow based on research findings, increasing users creating their first invoice within 24 hours of signup from **31% to 64%**
- Led a full-scale redesign of the product and built myBillBook's **first company-wide design system** from the ground up, creating a single source of truth for design and engineering and eliminating the duplicate, drifting components that had built up over years of feature growth
- Scaled the design function from solo to a team of 6 designers; responsible for hiring, onboarding, mentoring and day-to-day design leadership
- Shipped across the full product lifecycle, from early MVP through complex flows including GST compliance, inventory management, e-invoicing, payroll, smart collect and POS, as the product grew from zero to 1 crore+ users

Product Designer @iControl

Nov 2017 – Nov 2019 / 2 years

- Designed iControl, an enterprise document management and collaboration platform for construction projects, replacing **paper-based site inspections** with a **digital workflow** on iPhone and iPad
- Built a highly customizable report builder used by building inspectors across web and iOS
- In parallel, designed the full MVP for **Buildcraft**, a B2B ERP concept for construction inspection companies covering scheduling, task and time tracking, and project management in one system

Creative Designer @Y Media Labs

Aug 2015 – Oct 2017 / 2 years

- Designed across clients in banking, logistics, e-commerce and e-learning, for web, mobile and watch platforms
- Delivered production-ready visual design with thorough redline documentation and asset handoff, cutting down implementation back-and-forth
- Mentored junior designers on visual process and asset management

Freelance Product Designer @Fleet Operate

Nov 2017 – Jun 2022 / Freelance parallel

Led end-to-end UI/UX design for a **Canadian fleet management platform**, responsive web, PWA, Android, iOS and CMS — connecting drivers with carriers and removing the need for brokers

Skills

User Experience, User Research, Visual Design, Wireframing, Prototyping, Interaction Design, UI/UX

Tools

Figma, Adobe Suite, SmartLook, Amplitude, UseBerry, Lottie, Framer, Cursor, Claude Code, Notion