JIJO JOHN Team lead - Product Designer (UI/UX)

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Professional summary

Expert in Mobile & Web design | Prompt engineering | Figma expert | User journeys | Psychology | Innovation | UCD | User stories | Design leader | Stakeholder management | Quality assurance | Business analysis | program management | Ai driven products

Product Designer (UI/UX) with **6+ years** of experience shaping user-centric digital products across EdTech, EV Charging, SaaS, HealthTech, and eCommerce. Adept at translating complex business goals into intuitive design systems and role-based user experiences that scale across platforms.

Proven expertise in building and scaling **design systems** (1200+ elements), leading user research and usability testing, and improving key metrics such as onboarding, task completion, and admin efficiency. Successfully launched **20+ digital products**, driving measurable growth, efficiency gains, and enhanced customer engagement.

Recognized for strong collaboration with cross-functional teams under Agile frameworks, ensuring roadmap alignment, rapid iteration, and seamless design-to-development handoff. Passionate about creating meaningful, data-driven digital experiences that combine aesthetics, usability, and business impact.

Professional experience

Team lead - UX design

Borderless Access Bangalore, Karnataka Dec 2025 – Present

Led UX redesigns for internal tools and mobile-first survey experiences, improving usability, engagement, and completion rates through user research, A/B testing, and iterative prototyping. Collaborated with Product, Engineering, and business stakeholders to deliver scalable design systems, streamlined workflows, and enhanced onboarding, notifications, and real-time feedback experiences.

Associate UI/UX designer

Brigosha Technologies Bangalore, Karnataka Feb 2022 - Sep 2025

At Brigosha, I was responsible for end-to-end product design across enterprise platforms, including timesheets, performance dashboards, and CRM modules. My role involved conducting user research, creating personas and journey maps, and transforming insights into wireframes, prototypes, and high-fidelity mockups. I performed UX audits, heuristic evaluations, and usability testing to identify pain points and recommend redesign strategies. I also contributed to building and maintaining a scalable design system that improved consistency and reduced development time. Collaborating closely with developers, testers, and product managers within Agile sprints, I ensured smooth design-to-development handoffs, delivered role-based dashboards and analytics modules, and provided QA support and design documentation.

UI/UX designer

Jan 2021 – Dec 2021

UX Gurus Bangalore, Karnataka

At UX Gurus, I was responsible for client meetings to understand where products are in their lifecycle and what users really need. I've shaped the design vision and partnered closely with developers to steer the product in the right direction. Through ongoing research, I review products, identify pain points, and offer design solutions that address both user goals and business needs. I've designed new features, refreshed visual styles, and contributed to both product and marketing efforts to create more cohesive experiences.

UI/UX designer

Chronix Infotech Kochi, Kerala. Nov 2019 – Dec 2020

At Chronix Infotech, I was responsible for designing internal web portals for enterprise operations: employee timesheets, performance dashboards, and CRM modules. Consulted with developers to review products and provide design solutions to solve user needs and business challenges through user research, Information Architecture, interaction design, Visual Design, and prototyping.

- Improved task efficiency by 20% and reduced user onboarding issues by 35%.
- Ran UX audits across 3 live platforms; delivered actionable insights that led to major redesign initiatives.

Professional education

Bachelor of mechanical engineering

2013 – 2017

Mangalore Institute of Technology & Engineering Mangalore, Karnataka

Graduated with a strong foundation in engineering systems, applied design, and technical problem-solving. These engineering principles help inform logical UX architecture and structured design approaches today.

Domains worked in

Marketing | **Market research** | **Ed Tech** | **EV Charging** | **SaaS** | **Health Tech** | **CRM** | **Sports** | **Fitness** | **Job Tech** | **Recruitment** | **Real Estate** | **Logistics** | **D2C & B2B** | **e Commerce** | **B2C** | **Food & Beverage**

Professional tools

Figma | Adobe XD | Sketch | Illustrator | Photoshop | Miro | InVision | Zeplin | Framer | Jira | Slack | Notion | Perplexity | Chatgpt | Figma make | gemini.ai | subframe | Zeroheight | Lovable & many more Ai tools and websites

Professional skills

UX design & Research

User Research | Journey Mapping | Information Architecture | Heuristic Evaluation | WCAG Accessibility | UX Audits | Persona Development | Competitive Benchmarking | Empathy Mapping | Micro-interactions | A/B Testing | Customer journey mapping

UI Design

Responsive Web/Mobile Design | Typography | Color Systems | Design Tokens | UI Kits | Iconography | Design Systems | High-fidelity Mockups | Layout Grids | iOS Design | HCI | Market Analysis | Sprint Planning | Interaction Design | Visual Design | Product Strategy

Product collaboration & Handoff

Agile Sprint Planning | Design Thinking | Feature Scoping | MVP Definition | Cross-functional Communication | Developer Handoff | UI Specs | QA Support | Prototyping

Project portfolio highlights

Zetwerk - (white labeled) Charger Management System (CMS) for EV Charging infrastructure

Designed CMS for EV charging network operators, including predictive analytics, energy tracking, device health monitoring, and admin access levels.

- Built a customizable web and mobile platform for EV charging station management with multi-role access, real-time monitoring, analytics dashboards.
- Designed role-based experiences with motion cues to guide user tasks, aligned interface changes with OKRs in collaboration with the business team, and explored AI-driven energy usage prediction features. And contributed to internal UI kit library expansion.

aulas - (white labeled) EdTech classroom App

- Spearheaded UX design for aulas, used by 60k+ students and 30+ institutions. Key features include AI-based test generation, session monitoring, assignment workflows, and role-based
- Improved task completion by 70%, onboarding efficiency by 30%, and contributed to 80% product growth.

The Panel Station

Panel Station is a global online survey platform that collects opinions from over **8 million verified users across 60+ countries**. By transforming everyday perspectives into meaningful insights and trends, it helps organizations understand changing consumer behavior, lifestyles, and global cultures.