

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

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Professional summary

Ai first product Designer (UI/UX) with **6+ years** of experience shaping user centric digital products across Market research, EdTech, EV Charging, SaaS, HealthTech, eCommerce, etc. Adept at translating complex business goals into intuitive design systems and role based user experiences that scale across platforms. Passionate about creating meaningful, data driven digital experiences that combine aesthetics, usability, and business impact.

Proven expertise in building and scaling **design systems**, leading user research and usability testing, and improving key metrics such as onboarding, task completion, and admin efficiency. Successfully launched **25+ digital products**, driving measurable growth, efficiency gains, and enhanced customer engagement.

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

Work experience

Team lead - UX design

Borderless Access Bangalore, Karnataka

Dec 2025 – Present

- **Led end to end UX improvements** across authentication, onboarding, survey discovery, user profiles, dashboards, rewards, and redemption journeys, eliminating key usability friction and simplifying critical user flows.
- **Drove personalization and engagement** by creating user state based experiences, clearer survey categorization, improved reward discovery, and flexible engagement modules for ads, quick polls, and contextual content.
- **Improved product usability and transparency** through redesigned survey and reward experiences, including redemption eligibility/progress guidance and accessible reward catalogs.
- **Strengthened design delivery** through reusable design systems, rapid prototyping, stakeholder collaboration, developer handoff, and design QA across Product and Engineering.

Associate UI/UX designer

Brigosha Technologies Bangalore, Karnataka

Feb 2022 - Sep 2025

- **Led 0 → 1 product design** for two complex platforms: an integrated **EdTech ecosystem** and a **white-labeled EV Charging Management System**, translating business requirements and user needs into scalable web and mobile experiences.
- **Designed the EdTech ecosystem end-to-end**, covering personalized student dashboards, learning materials, tests, live classes, fee payments, learning/performance analytics, rewards, AI study assistance, and institutional modules including course management, digital libraries, question banks, tests, and academic scheduling.
- **Designed an EV Charging CMS from the ground up**, enabling centralized device and site management, real-time monitoring, vendor coordination, firmware updates, remote actions, and secure role-based workflows for Admins, Managers, Technicians, Vendors, and Drivers.
- **Owned the complete UX lifecycle** research, UX audits, information architecture, user flows, wireframes, prototypes, high-fidelity UI, usability testing, design systems, developer handoff, and design QA working closely with Product, Engineering, QA, and business stakeholders.

UI/UX designer

UX Gurus Bangalore, Karnataka

Jan 2021 – Dec 2021

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

Responsible for designing internal web portals for enterprise operations. 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.

Education

Bachelor of mechanical engineering

Mangalore Institute of Technology & Engineering Mangalore, Karnataka

2013 – 2017

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.

Pro UI/UX designer

DesignBoat UI/UX School Bangalore, Karnataka

Jan 2019 - May 2019

DesignBoat School Jump started my career in UI/UX Design. The course helped me transform into a pro UI/UX designer and gave me complete hands-on experience from industry leaders.

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

Tools & Technologies

Figma | Adobe XD | Figma make | Claude.ai | Sketch | Illustrator | Miro | Framer | Jira | Slack | Perplexity | ChatGPT | Gemini.ai | Subframe | ZeroHeight | Google & Microsoft workspace | Lovable & many more Ai tools and websites

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

Recent project

Charger Management System (CMS) for EV Charging infrastructure

- Built a customizable web and mobile platform for EV charging station management with multi-role access, real-time monitoring, analytics dashboards predictive analytics, energy tracking, device health monitoring, and admin access levels.
- 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 - 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.