

Resume

Vikas Johiya

Design + Product

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Design leader with over 14 years of experience scaling product design teams at consumer fintech, enterprise SaaS, and gaming companies. Managed multi-disciplinary design teams across business verticals.

Work Experience



Mobile Premier League (MPL) | Gaming Platform

VP, Product Design (Jun, 2025 - Sep, 2025)

- ◆ Led design for the Platform vertical, managing a team of 6 designers across 2 core product areas including Onboarding Journeys and Retention Loops.
- ◆ Co-led company-wide rebranding with Marketing, covering visual identity, app UI design language, and brand guidelines system for all product verticals.



Jar App | Consumer Fintech

Head of Product Design (Jun, 2022 - Jul, 2024)

- ◆ Scaled the design team from 4 to 19, hiring across product design, visual design, motion, and UX writing over 18 months.
- ◆ Led multi-language localisation initiative covering 5 Indian languages, contributing to 20M+ downloads by April 2024.
- ◆ Drove design strategy across the savings and investment verticals that helped Jar reach \$10M ARR in March 2024 and \$20M ARR by July 2024.
- ◆ Built and tokenised the design system, reducing design inconsistencies across 3 product verticals.
- ◆ Designed and implemented a cross-functional product-design workflow (briefs, rituals, OKR mapping) that reduced design rework and streamlined the collaboration process.



Salesforce | Enterprise SaaS

Design Lead, Health Cloud (Dec, 2020 - Mar, 2022)

- ◆ Owned end-to-end UX for Medication Management, delivering 3 major feature releases across Medication Therapy Management and Advanced Therapy Management.
- ◆ Conducted 20+ user research sessions with clinical SMEs, translating insights into a validated opportunity roadmap.
- ◆ Mentored junior designers and university students across project planning, execution, and delivery.



Trody | Consumer Traveltech Platform

Co-founder, Product Design & Marketing (Oct, 2016 - Nov, 2020)

- ◆ Set up research processes to address the pain points of 120K+ monthly visitors and 1000+ operators alike.
- ◆ Designed and built the complete suite of B2C products, from discovery to booking on web and mobile app. And B2B product suite to handle and manage inventory, leads, bookings, customisations, team, billing and business expansion.
- ◆ Led the business expansion across India, Sri Lanka and Thailand with 2500+ listings with real-time booking availability.



Moonraft Innovation Labs | Design & Technology Agency

Senior Product Designer (Feb, 2014 - Oct, 2016)

- ◆ I contributed to a variety of client projects across Finance & Insure-tech, Automobile and Ed-tech.
- ◆ I was actively led and participated in qualitative user research, end-to-end UX design and stakeholder presentations.



Cresque | Crowd Source Web-Platform

Co-founder (Jan, 2012 - Dec, 2013)

- ◆ Cresque was a crowdsourcing platform for the design and development of daily use household products, incubated at Venture Studio with collaboration with Stanford University's Center for Design Research.

Other Engagements

Visiting Faculty, System Design
National Institute of Design (NID),
Ahmedabad, Gujarat, India

Visiting Faculty, Introduction to Design
Indian Institute of Technology (IIT),
Gandhinagar, Gujarat, India

Education



National Institute of Design (NID),
Ahmedabad, Gujarat, India

B.Des, Product Design

Skills

Tools

Figma, Prototyping, Lovable

Leadership

Team building, Cross-functional collaboration, Hiring & mentoring, OKR & KPI setting, Stakeholder management,
