

JOHN YOHAN JOHN

Strategic Design

johnyohanjohn@gmail.com

(516) 813 3399

johnyohanjohn.com

linkedin.com/in/johnyohanjohn

Education

MS in Strategic Design and Management

Parsons School of Design, The New School
New York, 2017 - 2019

BA in Economics

St. Xaviers College, University of Mumbai
Mumbai, 2008 - 2011

Skills

Research

Exploratory, generative and evaluative methods

Strategy

Service design, new product development,
branding and marketing

Capacity Building

Facilitating participatory design; creative
confidence, reflective practices, design sprints,
thinking in systems, foresight and speculation

Tools

Stakeholder, ecosystem and systems maps

User persona, journey map and service blueprint

Wireframes and workflows

Accessible design - Plain language, ADA standards

Invision, Adobe suite (XD, Illustrator, Photoshop)

Google and Microsoft suite

Professional Experience

Service Design Strategist

City of Gainesville, Florida
2019 - present

- Designed and oversaw the Neighbor Satisfaction Survey for the years 2020 and 2021
- Designed solutions to improve resident participation at City Commission meetings
- Guiding the design of a Wellbeing Index for the City of Gainesville
- Assisted in the development of designGNV; an initiative to codesign services with the residents of Gainesville

Strategic Design Consultant

New York | Berlin | Bangalore
2016 - 2019

- Conceptualized a SAAS based payment solution for the Citigroup
- Strategy lead for The Global Collective; a social incubator
- Strategy lead for KappaOne; a design audit lab

Design Strategist and Catalyst

DY Works, Mumbai
2012 - 2016

- Led strategy development projects for 25+ clients across 4 countries
- Co-established three new practices; digital, corporate branding and design strategy
- Won a global pitch and led the brand strategy development for The New Development Bank (BRICS bank)

Growth Hacker

Blink Media Pvt.Ltd, Mumbai
2011 - 2012

- Assisted in the end to end development of the startup venture happyboxx.com
- Developed and executed design, content and marketing strategy