

JOHN YOHAN JOHN

STRATEGIC DESIGN RESEARCHER

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EDUCATION

2017 - 2019

MS STRATEGIC DESIGN AND MANAGEMENT

Parsons School of Design, The New School, New York

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FDUHLHYHUQLQPPXQLDWLRQRUWOLWHGWHDP
UHSUHHQWLOQDUROFRFRORILHLO
DOOHQHQLSURUH

Founding member of the Compassionate Design Practice; A design practice exploration that combines systems & complexity tools along with social & emotional tools.

2008 - 2011

BA ECONOMICS

St. Xaviers College, University of Mumbai, Mumbai

SKILLS

New Product | Service | Venture Development

Design Research, Systems Analysis,
Foresight & Speculative Design,
Prototyping, Testing & Development.

Product Market Fit, Business Model Explorations,
Financial Projections & Strategic Planning.

Brand Development Strategy

VGGOV
Manifestation.

Facilitation & Building Capacity for Teams

Building Resilient Teams; Design Sprints,
Lean Methods, Foresight & Speculative Design Building
Collaborative Teams; Strategic Conversations,
Compassionate Design Frameworks.

TOOLS

Strategy: Systems Thinking Frameworks,
Business Model Canvas, Foresight Frameworks.

Design: Human Centered Design Frameworks,
Qualitative & Quantitative Research Tools,
Invision, Adobe Suite (Illustrator, Photoshop, XD &
Premier Pro).

Project Management: Google & Microsoft Suite.

EXPERIENCE

2017 - Present

STRATEGIC DESIGN CONSULTANT

New York | Berlin | Bangalore

Developed a strategic venture for The Citi Group;

Engaged in design based research and applied human centered design frameworks to design a venture that offers an innovative SAAS based payments solution for the freelance market.

Founding member | Strategy lead for The Global Collective;

Co-established a social design incubator for creatives in distressed communities. Lead the strategy team into facilitating a refugee group in Berlin to build creative and entrepreneurial capacity. Currently designing a business model and launching a crowdsourcing campaign for investments.

Founding member | Strategy lead for KappaOne;

Co-established a design audit lab in Bangalore. Identified opportunity in applying machine intelligence to diagnose the impact of design in the market. Established partnership with a leading Indian design consultancy.

2012 - 2016

DESIGN STRATEGIST & CATALYST

DY Works, Mumbai

Co-established three practices for the organization; digital branding,
corporate branding and business design.

Played a vital role in the organization's transformation from a brand consultancy to a human centric business design firm.

Won a global pitch, developed strategy and oversaw project management for the organization's largest client; The New Development Bank (BRICS Bank). Thereby also paving a way for the organization's first global office in Shanghai.

Managed and delivered digital marketing, branding and design strategy for over 25 clients.

Other notable clients include: Mahindra, Tata, Unilever, AURIC Smart City, Organic India, Safari Industries.

Awards: Best new comer (2013), DY Spirit & 1 project award (2014),

Best Employee & 3 project awards (2015).

2011 - 2012

GROWTH HACKER

Blink Media, Mumbai

Founding member of happyboxx.com; a monthly magazine styled curated gifting portal.

Assisted in the end to end functions of the startup from strategy, marketing, communications, management, operations and pitching.