

John Yohan John

About Me

Hello, I am a strategic designer based out of New York. I work with organizations to solve strategic challenges using the lens of systems, design and futures thinking. I have a rich and diverse work experience across industries, geographies and scale. At Parsons, I strategic design and management, where I learn to develop human centric solutions that are sustainable, financially viable and technologically feasible.

Professional Skills

Design Research + Strategy

Systems Analysis

Service Design

Venture Design

Integrated Brand Strategy

Digital Marketing Strategy

Project Management

Storytelling

Tools

HCD Frameworks

Systems Thinking Frameworks

Business Model Canvas

Adobe Illustrator, Photoshop, XD, Premier Pro

GSuite / MS Office Suite

Languages

English, Malayalam, Hindi

Contact

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Education

MS Strategic Design & Management

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

- Developed and pitched a startup business to Citi Ventures.

B.A – Economics

St Xavier's College, University of Mumbai, Mumbai, 2008 - 2011

Professional Experience

Freelance Strategist

Hope Project, New York + Berlin, 2017 - Present

Facilitating a refugee group in Berlin to help develop design and entrepreneurial skills.

Lead Strategist + Co-Founder

KappaOne, Bangalore, 2017 - Present

Co-founded a customer-centric design audit lab that uses applied machine intelligence to test the market impact of design.

Design Strategist + Catalyst

DY Works, Mumbai, 2012 - 2016

- Worked in various roles from digital specialist, brand strategist to design strategist + catalyst.
- Played a vital role in the organization's transformation from a brand consultancy to a human centric business design firm.
- Managed and delivered strategy for over 25 clients.
- Notable clients include: New Development (BRICS) Bank, Michelin Tires, Hindustan Unilever, GSK, The Mahindra Group.

Marketing Manager

Blink Media, Mumbai, 2011 - 2012

Founding member of happyboxx.com; a curated gifting portal. Assisted in the end to end functions of the startup from strategy, management, operations and pitching.