

Godwin Joseph

PRODUCT DESIGNER

- Excels in crafting innovative product experiences that focus on overall business and user needs.
- Delivers data-informed solutions with impact and purpose that create delightful experiences.
- Highly efficient producer of sketches, wireframes, user journey, and interactive High fidelity animated prototypes to define north star vision.

CONTACT

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EDUCATION

**User Experience Design,
Graduate Certificate**
Humber college

**Bachelor of Engineering
(Information technology)**
Pune University

DESIGN STACK

Figma
Sketch
Webflow
Adobe Photoshop
Adobe Illustrator
Adobe XD
Invision
After effects
Voice flow
Spark AR (Mixed reality)

KNOWLEDGE OF

HTML
CSS
Google Analytics
Lottie animation

PROFESSIONAL EXPERIENCE

UX UI Designer (2021 - 2022)

System Soft Technologies

- Working with a product strategist, I explored solutions and crafted prototypes for a 'Digital Wallet'.
- Designed enterprise products for financial institutions that met both business goals and user requirements.
- Created and maintained the team's design system from the ground up.
- Made a case and got buy-ins from the team to move to Figma. I supported the team's transition by conducting workshops and helping the team familiarize themselves with the tool.

Art Director (2019 - 2020)

CAB Experiences (Experiential event agency)

- Designed, pitched, and executed a large initiative with Facebook (Meta) to bring in-person experiences to the digital realm during the pandemic.
- Crafted, designed, and lead the creative strategy and cross-channel experiences for brands which included Facebook, Instagram, Youtube, Volkswagen group, Puma, and Reebok.
- Collaborated with cross-functional teams and executives across time zones to craft memorable experiences.
- Developed a culture of experimentation within the design team by knowledge-sharing new Ideas and tools.
- Played a key role in helping the agency set up a digital arm and expanding business during the pandemic.

UI/UX and Visual Designer (2017 - 2019)

Sooperfly Media Pvt Ltd & The 120 Media Collective Pvt Ltd

- Crafted websites, e-commerce platforms, and mobile experiences for various lifestyle brands.
- Researched and crafted design patterns, style guides, and accessibility guidelines.
- Played the role of a UX consultant by auditing designs before handing them over for development.
- Collaborated with the development team to solve technical roadblocks and suggest alternate designs that can be implemented within the constraints of time and feasibility.
- Proactively assumed the role of managing a team of 6 designers while there was a gap in design leadership keeping the business running as usual.