EDWIN JOHNSON

Senior Visual + Product Designer

Bengaluru, India
+91 9745674442
edwinf06@gmail.com

Portfolio: https://www.edwinjohnsondesigns.com

LinkedIn: https://www.linkedin.com/in/edwin-johnson-30965593

PROFESSIONAL SUMMARY

Senior Visual Designer with 9+ years of experience creating digital products, visual systems, brand experiences, and illustrations across e-commerce, gaming, mobility, social media, and agency environments. Proven expertise in visual design, UI design, design systems, product illustration, branding, and digital experiences. Experienced in collaborating with product managers, engineers, marketers, and business stakeholders to deliver scalable design solutions that balance user needs with business goals.

CORE COMPETENCIES

Visual Design

- Art Direction
- Brand Identity
- Illustration
- Iconography
- Marketing Design
- Motion Graphics
- Visual Storytelling

Product Design

- UI Design
- Design Systems
- User Experience Design
- Wireframing
- Prototyping
- Mobile App Design
- Web Design

TOOLS

Softwares

- Figma
- Ai tools
- Adobe Creative Cloud
- Lottie
- Procreate

PROFESSIONAL EXPERIENCE

noon | Senior UI Designer | May 2025 – Present | UAE

- Lead UI and visual design initiatives across customer-facing digital products.
- Design scalable design systems and reusable component libraries.
- Collaborate with product managers, engineers, and stakeholders.
- Create intuitive user experiences across web and mobile platforms.

Junglee Games | Senior Product Illustrator | 2024 – 2025 | Bengaluru, India

- Served as the first dedicated Product Illustrator supporting multiple gaming products including Junglee Ludo, PokerStars, Rummy.com, Junglee Rummy, and Howzat.
- Established visual standards and scalable illustration systems.
- Partnered with product and marketing teams to enhance player experiences.

Simple Energy | Senior Product Illustrator | 2023 – 2024 | Bengaluru, India

- Led visual design initiatives for one of India's leading EV startups.
- Built and maintained scalable design systems for digital products and brand experiences.
- Designed website and mobile app experiences aligned with product and business objectives.
- Created vehicle HMI concepts, launch event presentations, merchandise, and marketing assets.
- Collaborated closely with leadership teams to define and evolve the company's visual identity.

ShareChat | Illustrator | 2021 – 2023 | Bengaluru, India

- Developed illustrations and motion assets used across the ShareChat platform.
- Created Lottie animations and visual storytelling experiences.

Mixed Route Juice | Graphic designer | 2020 – 2021 | Delhi, India

- Delivered branding and marketing assets for major national and international brands including HP, DLF, JW Marriott, and VLCC.

Akara Agency | Creative Artist | 2019 | UAE

- Delivered branding, digital campaigns, and visual communication assets for regional clients including Mashreq Bank and hospitality brands.

Axis Vantage | Creative Designer | 2018-2019 | Bengaluru, India

- Created branding, advertising, and digital design solutions for multiple client accounts.

EDUCATION

Bachelor of Arts (B.A.)

Animation & Graphic Design

St. Joseph College of Communication, Kerala, India
2015 – 2017

PORTFOLIO HIGHLIGHTS

- Design Systems
- Product Design
- Visual Design
- Illustration
- Vehicle HMI Design
- Motion Graphics
- Brand Identity
- Mobile Applications
- Web Experiences

PERSONAL STATEMENT

I create thoughtful visual experiences that connect business goals with user needs.
My work spans product design, visual systems, branding, illustration, and digital storytelling, helping teams build products and experiences that are both functional and memorable.

More work, behind the scenes.

Some of the projects I've worked on aren't available to share publicly due to confidentiality. If you'd like to see more, I'd be happy to walk you through them on a call.