Gladston Davis Johnson

Lead Product Designer | Enterprise SaaS | AI Product Design | Design Systems | UX Strategy | CUA, HFI

Chennai, Tamil Nadu | gladstondavis@gmail.com | 099444 80962 | https://www.linkedin.com/in/gladstondavis/

SUMMARY

Product design leader with 8+ years in B2B/B2C SaaS (fintech, healthcare, IoT, creator marketing solutions and more). Renowned for AI-driven, data-informed design and close collaboration with Product and Engineering to deliver impact from 0-to-1 through scale.

PROFESSIONAL EXPERIENCE

Group Product Designer Oct 2023 - Jun 2026

Bazaarvoice, India

- Led design strategy for social commerce product line across 21 initiatives: creator discovery, campaign management, and insights.
- Designed AI-generated insight summaries for Vibe Insights, driving 67% report usage, 58% adoption of AI summaries, and 39% reduction in time to action.
- Owned creator search feature with text/image matching, reducing shortlisting time by 61% and boosting similar-creator feature adoption by 73%.
- Mentored 4+ junior designers and established design governance standards across product teams.

Senior Product Designer Nov 2021 - Sep 2023

Affable (acquired by Bazaarvoice), India

- Designed end-to-end SaaS workflows for influencer marketing platform: discovery, campaign management, reporting.
- Defined scalable IA and interaction patterns, increasing client conversion from 20% to 96% in one year.
- Led product discovery research with 50+ creators and marketers to inform platform roadmap.

Senior Experience Designer Mar 2021 - Sep 2021

Designit, India

- Led UX modernization for enterprise banking intranet, aligning design with IT and stakeholder needs.
- Conducted stakeholder interviews and usability testing to validate intranet redesign approach.

Senior UX Designer Jan 2018 - Feb 2021

Twist Open UX, India

- Delivered UX strategy, audits, and product design engagements across 15+ enterprise clients.
- Advised Fortune 500 companies on usability improvements and design maturity frameworks.

Senior Graphic Designer Nov 2016 - Dec 2017

UMM Digital, India

- Created digital marketing designs and UX solutions for multiple client organizations.

MoGraph Artist / Video Editor Aug 2013 - Aug 2015

Majan TV, Sultanate of Oman

- Led motion graphics and non-linear editing for live and recorded programming.

Digital Compositor Sep 2012 - Jan 2013

Vandhe Madharam, India

- Delivered 2D/3D VFX compositing, matte painting, match-moving, keying, and cleanup.

VFX Compositor Sep 2011 - Sep 2012

ToonBrains, India

- Delivered approximately 30 VFX shots on each of two feature films as Junior Compositor.

VFX Trainee Sep 2010 - Sep 2011

New Reel Design & Entertainment Pvt. Ltd, India

- Composited approximately 60-65 VFX shots on a feature film.

EDUCATION

Professional Diploma in UX (Ongoing, Online) Expected Dec 2026

UX Design Institute, Dublin, Ireland

B.Sc. Hotel Management, GPA: 7.5/10 2000-2003

University of Madras, Chennai, India

SKILLS

Core Competencies: Design Leadership & Operations, Design Strategy, Stakeholder Management, Cross-Functional Collaboration, Recruiting, Mentoring & Coaching, Product Thinking, Product Strategy, Product Discovery, UX Strategy, User Research, Insights Synthesis, Data-Informed Design, Ideation, Interaction Design, Visual Design, Information Architecture, Rapid Prototyping, Usability Testing, Accessibility (WCAG, EAA), Design Systems Strategy, Atomic Design, Components & Patterns, Design Tokens, Figma Variables, Design-to-Code, Storybook, Design Governance, AI-Native Product Design, AI-Assisted Design Workflows, AI Ideation & Prototyping, Vibe Coding

Technical Skills: Figma Suite, Adobe XD, Framer, Protopie, Sketch, Webflow, Spline, Photoshop, Illustrator, After Effects, Premiere Pro, Claude, Gemini, ChatGPT, V0, Perplexity, Miro, Whimsical, Slack

CERTIFICATIONS

Certified Usability Architect (CUA) — Human Factors International (HFI)

Generative AI Foundations Certificate — upGrad

High Stakes UX Mastery — ZSchool

LEADERSHIP HIGHLIGHTS

- Mentored 6+ junior designers from multiple design teams; established design governance standards and mentoring frameworks
- Delivered internal talks on AI evolution in design and its application to product workflows
- Led design workshops, critique sessions, and team-building activities to strengthen design culture and craft