

Gladston Davis Johnson

Lead Product Designer | UX Strategist | AI Product Design

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Profile

I'm a Lead Product Designer with 13+ years of experience, including **9+ years in Product Design**, designing complex B2B and B2C SaaS products across creator marketing, social commerce, fintech, healthcare, IoT, enterprise, travel, and sustainability—from **0→1 through scale**.

- **AI-driven design leadership:** Led design initiatives using AI tools to enhance adaptability, prototyping, and problem-solving within teams.
- **Data-informed approach:** Connect user needs to product goals, identifying the right problems, leverage analytics and user insights to drive meaningful experiences.
- **Expert UI/UX and design systems:** Deliver high-quality, consistent user experiences with attention to detail, scalability, and usability.
- **Cross-functional collaboration:** Work closely with Product, Engineering, and other teams to influence direction and make informed trade-offs.
- **Mentorship and team development:** Recruit, mentor, and coach designers to improve their craft and decision-making abilities.

Experience

GROUP PRODUCT DESIGNER

Bazaarvoice (Oct 2023-Jun 2026)

- Led UX initiatives for social commerce experiences.
- Contributed to AI-powered product experiences and design systems.

SENIOR PRODUCT DESIGNER

Affable (Nov 2021-Sep 2023)—now acquired by Bazaarvoice

- Designed end-to-end SaaS workflows for influencer marketing.
- Worked on creator discovery, campaign management, reporting, and analytics.

SENIOR EXPERIENCE DESIGNER

Designit (Mar 2021-SEP 2021)

Led UX for enterprise banking intranet modernization.

SENIOR UX DESIGNER

Twist Open UX (Jan 2018-Feb 2021)

Delivered UX strategy, audits, and enterprise product design across multiple industries.

And a few more past experiences, check my [LinkedIn](#)

Recent Projects

AI Summaries for Insights—Product: Bazaarvoice Vibe Insights

Problem: While users can access predefined reports or create custom report pages with relevant metrics, interpreting these metrics to identify growth or churn remains time-consuming.

Solution: Provided AI-generated summaries for each set of reports—both standard and custom—that highlight important metrics, show areas needing attention, and suggest actions to fix issues. Users can also get AI summaries for specific metric sections.

Outcome: 67% of users reported high usage of reports, 58% used section-level AI summaries, 43% acted on recommended solutions, and there was a 39% reduction in time to action.

AI Creator Search—Product: Bazaarvoice Vibe Discovery

Problem: Users currently have to search for creators using a username handle or multiple filter options to find their niche creators. It was time-consuming and leads to a thwarting user experience.

Solution: Users to identify relevant creators using text and image prompts. Instantly display the selected filter options, matching creators, and their social presence information, enabling users to quickly take actions such as adding them to a list or campaign or finding similar creators.

Outcome: 61% reduction in time to add creators to lists and campaigns, a 58% increase in users finding creators with images, and a 73% rise in the use of the similar creator option.

For a few more detailed case studies, please check — <https://www.gladxd.com/portfolio>

Core Skills

Product Strategy • Product Discovery • Product Thinking • UX Strategy • User Research • Design Leadership • Design Operations • Interaction Design • Information Architecture • Design Systems • Vibe Coding • Prototyping • Accessibility • Usability Testing • Cross-functional Collaboration • Stakeholder Management • Mentoring • SaaS • B2B • B2C

Tools & Technologies

Figma Suite, Miro, Claude, Gemini, ChatGPT, Framer, Adobe XD, Photoshop, Illustrator, After effects, Premier Pro, Protopie, Origami, Webflow, and Spline

Education

Professional Diploma in UX (Ongoing, Online)

UX Design Institute, Dublin, Ireland

Certified Usability Analyst (CUA)TM (2020)

Human Factors International (HFI), Bangalore, India

B.Sc. Hotel Management (2000-2003)

University of Madras, Chennai, India