

Gladston Davis Johnson

Group Product Designer | Product Design Leader | UX Strategist | AI Product Design

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Profile

Designer with 13+ years of experience, including **9+ years in Product Design**, building B2B and B2C SaaS products across creator marketing, social commerce, fintech, healthcare, IoT, enterprise, travel, and sustainability.

Experience

GROUP PRODUCT DESIGNER

Bazaarvoice (Oct 2023-Jun 2026)

- Led UX initiatives for social commerce experiences.
- Mentored designers and promoted design best practices.
- 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.
- Conducted user research, prototyping, and usability validation.

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](#)

Core Skills

Expertise in UX strategy, user research, interaction design, design systems, AI-powered experiences, prototyping, stakeholder management, cross-functional collaboration, and mentoring designers.

Tools & Technologies Used

Figma, Sketch, Invision, Axure RP9, Protopie, Principle for Mac, Origami, Framer, Webflow, Adobe XD, Photoshop, Illustrator, After effects, Premier Pro, Dimension, Aero, and Spline

Past Projects

Below are some completed projects where I made an impact. For detailed case studies on specific projects, please check my portfolio here — <https://www.gladxd.com/portfolio>

Verizon Wireless - Telecommunications Company, United States of America

Product type: B2B

Team: UX Lead - 1 (*Gladston Davis*) • UX Designer - 1

Created: Admin and consumer experience on managing LTE solutions in commercial spaces.

Challenge: UX to access and retrieve data of a service from any installed device.

Wishwa - Crowdfunding Platform, India

Product type: B2C

Team: UX Lead - 1 (*Gladston Davis*) • UX Designer - 2

Created: Drove zero to one design user experience solutions for a non-government organisation.

Challenge: An interface to giveaway material for free.

JouleIQ - Next Generation Wireless Lighting Control, United States of America

Product type: B2B

Team: UX Lead - 1 • UX Designer - 1 (*Gladston Davis*)

Created: Complete UX for engineers who can install and control lightings in commercial space.

Challenge: UX for detecting installed lightings in a particular perimeter using JouleiQ technology.

Mistral Solutions - Aerospace and Defence Engineering Services, India

Product type: B2B

Team: UX Lead - 1 • UX Designer - 1 (*Gladston Davis*)

Created: UX for a native application which can control and configure a defence technology.

Challenge: UX for testing phase of the control system with a set frequency.

Candela Labs - Intelligent Automation for Insurance, India

Product type: B2B

Team: UX Lead - 1 (*Gladston Davis*) • UX Designer - 1

Created: UX for software deployment application of Insurance Automation Software.

Challenge: UX for an intuitive interface for the deploying engineers.

Education

Professional Diploma in UX (Pursuing)

UX Design Institute, Dublin, Ireland

Certified Usability Analyst (CUA)TM (2021)

Human Factors International (HFI), Bangalore, India

B.Sc. Hotel Management (2000-2003)

University of Madras, Chennai, India