

JOHAN BALLWIN

UI UX Designer

☎ +91-9944331847 ✉ johanexe.ux@gmail.com [in linkedin.com/in/johanballwin](https://www.linkedin.com/in/johanballwin) [Bē Behance.com/in/johanballwin](https://www.behance.com/in/johanballwin)

Summary

I am a passionate UI/UX Designer and Digital Marketer, proficient in Figma with a solid understanding of SEO, Meta Ads Manager, and user-centered design principles. Though early in my career, I have built a strong foundation through hands-on projects and a genuine drive to create impactful digital experiences. I am excited to take my first steps in a professional environment and grow alongside a dynamic team.

Skills

Design Tools: - Figma - Framer - Photoshop - Illustrator - Relume - Miro.

AI Tools: - ChatGPT - Claude - Higgsfield.

UI/UX: - Competitive analysis - Heuristic evaluation - Usability testing - Wireframing - Prototyping - Visual hierarchy - Accessibility (WCAG).

Digital Marketing: - Search Engine Optimization - Performance marketing - Meta Ads manager - Keyword optimization - Website Building - Content writing.

Internship

Intern - Marvelloux Design Studio, Trivandrum.

Nov 2025 – Present

UI UX Designer (Hybrid)

Tools Used: Figma, Miro, ChatGPT

- Contributing to the end-to-end UX process for Credora, a real-world verification platform project.
- Gained hands-on experience in user research, information architecture, and interaction design, applying human-centered design principles in a live studio environment.
- Collaborated with senior designers in agile design sprints, learning to translate research insights into functional wireframes and intuitive UI systems.
- Strengthened expertise in Figma, design systems, prototyping, and usability testing, while refining communication and collaboration within cross-functional teams.

Projects

SEO / Website Development Project | WordPress,SEO [View Project]

Mar 2026 – Mar 2026

- Built and optimized a WordPress website with full on-page SEO implementation including keyword optimization, meta tags, header structure, and image SEO.
- Set up and optimized Google My Business profile, resulting in the website ranking on the 1st page of Google for the primary keyword "Best Trophy Shop in Nagercoil".
- Contributed to a 9-member agency team under Digital Scholar, achieving visibility across Google AI Mode, Google Maps, Reddit, and Instagram.

Connect App Case study | Figma,Miro [View Project]

Sep 2025 – Oct 2025

- Designed a mobile app enabling users to discover and join real-world activities through AI-based interest matching and event discovery.
- Conducted competitor and SWOT analyses (Meetup, Bumble BFF, Eventbrite) to define opportunities in personalization, trust, and community engagement.
- Created complete user flows, from onboarding to gamification, focusing on accessibility, safety verification, and seamless social interaction.

Education

Diploma In UI-UX Design

Graduated: 2025

Marvelloux Academy, Technopark, Trivandrum.

B.com [View Doc]

Graduated: 2024

Scott Christian College, Nagercoil.

CGPA: 6.9 / 10