Jowan Manjooran Jomon

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Creative digital designer experienced in UI design, branding, and graphic design across digital and print platforms. Skilled at translating ideas into clear visual systems, producing creative assets, and supporting campaigns that improve engagement and usability. Experienced with interface design, brand visuals, and marketing materials while working in collaborative teams. Interested in using design thinking and visual storytelling to create effective, user-focused experiences across products, brands, and digital media.

SKILLS

- **Technical:** HTML, CSS, JavaScript, Framer, Vercel, CMS workflows
- **Design:** UX/UI, interaction design, prototyping, visual systems, user research
- **Design Tools:** Figma, Adobe Creative Suite (Illustrator, Photoshop, InDesign, Premiere), Affinity
- **Collaboration & Platforms:** Notion, HubSpot, Mailchimp

WORK EXPERIENCE

Purpose Investments   Sept 2025 - Dec 2025
Marketing Intern   *Toronto, ON*

- Redesigned LinkedIn and campaign visual systems to address declining engagement, increasing content views by ~5× within four months.
- Developed digital banner variations and resized creative assets across platforms to maintain brand consistency.
- Audited content publishing workflows across HubSpot and Ghost CMS and built standardized templates to reduce production friction and publishing errors.
- Supported email campaign execution and A/B testing initiatives, helping improve audience targeting and engagement performance.
- Re-architected website content hierarchy and interaction patterns to improve usability, engagement flow, and content discoverability, aligning design decisions with performance metrics.
- Built standardized content templates and documentation systems to reduce production errors and improve internal clarity.
- Led adaptation of key marketing assets into French, enabling bilingual campaigns and expanding reach to Quebec audiences.

Night Crawler Studio   Oct 2021 – Present
Founder / Lead Designer   *Waterloo, ON*

- Founded and scaled a multi-client design studio delivering scalable brand and digital systems for creators and small businesses.
- Created onboarding guides and structured documentation to support repeatable workflows and improve client clarity.
- Led product and brand initiatives end-to-end, from research and problem framing through prototyping, iteration, and production-ready delivery.
- Designed visual identity systems including key art direction, typography, and digital promotional assets used

across social and web platforms.
- Designed repeatable content systems that increased average client engagement by ~30%, improving consistency and growth performance.
- Translated ambiguous client goals into structured, scalable systems aligned with measurable growth objectives.
- Developed reusable UI patterns and scalable visual systems to ensure consistency across web and marketing platforms.

Saha Ventures   **Oct 2023 – Feb 2026**
Keyholder / Marketing Designer   *Waterloo, ON*

- Executed in-store brand experience and marketing assets, including print, displays, and seasonal visual systems.
- Implemented visual merchandising layouts and product storytelling to improve customer understanding and store presentation.
- Managed print production workflows and coordinated asset deployment with management.
- Applied customer interaction insights to refine visual presentation and brand execution.

EDUCATION

University of Waterloo   **Sept 2023 - Expected April 2028**
Bachelor of Global Business and Digital Arts (GBDA)   *Waterloo, ON*

- **Focus:** UX/UI, digital product design, front-end development, and business strategy
- Selected coursework and projects in interface design, prototyping, web development, and product problem framing

Durham College   **Jan 2017 - April 2018**
Contemporary Web Design   *Oshawa, ON*

- Trained in front-end web development and digital design
- Designed and deployed multiple websites using modern front-end workflows