

BIO



John Grigg

Senior Product Designer

johngriggdsgns@gmail.com

[View my portfolio](#)

 [linkedin](#)

About me

12+ years crafting engaging, innovative and user-centered digital products.

Skills

UX: User research, competitor analysis, Information architecture, Wireframing, Prototyping, Usability testing

UI: Visual design, Graphic design, Typography, Color theory, Iconography, Design systems + component libraries

Strategy: Identifying problems, Solution ideation, Stakeholder diplomacy

Human: Empathy, Curiosity, Adaptability, Clear communication

Tools

Figma, Adobe Suite, Slack, AI, Macbook, iPad + Pencil

EDUCATION

2.1 in Illustration

[University of the West of England](#)

EXPERIENCE

 **Cashcow** | Art Director / Snr Product Designer

Apr 2025 - Present (Contract)

Increasing User Sign-ups + Engagemnet, Evolving Brand + Product Identity
+54K users, £3M+ Paid out to users

 **Shamaazi** | Senior Product Designer

Nov 2024 - Feb 2025 (Contract)

Conversion, Increasing Charity Donations, Engagement, Awareness
£15M+ Worldwide Donations, £10M UK Donations in 2024

 **Sweatcoin** | Senior Product Designer

Jan 2024 - Nov 2024

Conversion, Stickiness, Engagement, Retention, Downloads
App store: #13 in Health & Fitness, ★ 4.5 - 365.4K Ratings
Play store: 100M+ Downloads, ★ 4.1 - 2.4M Reviews

 **Sweat Wallet** | Senior Product Designer

Jun 2023 - Jan 2024

Web 3 Finance, Gamification, Engagement, Retention, Stickiness
App store: #98 in Finance, ★ 4.8 - 20.4K Ratings
Play store: 10M+ Downloads, ★ 4.5 - 575K Reviews

 **Rocketmakers** | Visual Design Lead

Dec 2016 - Feb 2023

Product design, Branding, Visual design, Leadership, Mentoring

 **Biscuit Pet Care**

Product design, Gamification
App store: ★ 4.8 - 9.9K Ratings
#34 in Health & Fitness
Play store: 100K+ Downloads

 **Leukaemia Care**

Product design, Branding
Total App opens: 300K
Total downloads: 30K
Max daily users: 2.7K

 **Smarter Web Company**

Web Designer
Jan 2014 - Jan 2016

 **Harleys Global**

Digital Designer
Jan 2016 - Apr 2016

 **Prezola**

Digital Designer
Apr 2016 - Nov 2016