John Etokhana

Senior Product Designer

London, UK · Full UK right to work, no sponsorship needed
etokhanaj@gmail.com · johnetokhana.com
github.com/etokhanaj · linkedin.com/in/john-etokhana

PROFILE

Senior product designer, 10 years in design and the last 7 in product. I lead design and direct the front-end build of AI products: at Episode I wrote 70 of the 77 feature specs the team built from, set the chat-first direction, and QA every change before it ships. Before that I designed the tools Kora's merchants, operations and compliance teams used every day.

Case studies at johnetokhana.com: Episode agent interface, Rivva activation, Kora checkout and onboarding, MilkyWay, Pablo

EXPERIENCE

Episode May 2026 to present
Product Designer and Design Engineer, Contract
London, UK · Remote · AI platform for self-optimising landing pages

- **Wrote 70 of the product's 77 specs**, the written plans for what each feature does and what engineering builds, and cut scope with a stated reason each time: top-ups stayed manual to avoid negative-option scrutiny, A/B tests got one challenger, not two, and a template gallery was dropped because it diluted the two onboarding paths.
- Wrote the spec that made chat the primary interface, signed off by the CEO and CTO. Designed the theatre, a space beside the chat that holds everything the agent makes, so people review work without leaving the conversation.
- Built the full theatre and tested it with 3 businesses, then 7 more, who preferred it to landing in the canvas editor. When the CTO paused the full merge over risk to paying customers, I recommended the hybrid that shipped: agent outputs such as blogs and documents became editable in place.
- Checked every build against the design: 109 fixes where the build missed the design or the system rules, across 58 shipped pull requests in 5 months, half with regression tests. Caught a reversed refund rule in the translated legal terms and focus rings that had vanished app-wide.
- Own the front end and the design system. I specify each change, direct Claude Code and Cursor to build it, and QA it before it ships: 452 front-end pull requests, 426 merged. In private beta with paying customers.

Rivva Jul 2025 to May 2026
Co-Founder, Head of Design
London, UK · AI planner for adults with ADHD

- Spotted growth rising while activation fell, which showed our metric measured setup, not value. Redefined activation from PostHog data, argued to pause the sprint's roadmap work, and rebuilt onboarding. Median time to first completed task fell from 21 hours to 9, and **activation rose from 22% to 34%**.
- Designed Nia, the AI assistant at the centre of the product: it plans in plain language, breaks big projects into steps and replans the day when something slips. Shaped reminders with an HCPC-registered clinical psychologist.
- Moved the paywall to after the first useful moment with the assistant, because people were being asked to pay for relief they hadn't felt yet. Over the period I worked on it, trial to paid rose from 18.5% to 23.5% and signup to trial from 51% to 60%.
- Led design in a team of 12 and managed 1 product designer. Shipped v1 on iOS, Android and web in January 2026, reaching users in 30+ countries within 8 weeks. Built the browser extension, and ran engineering delivery after our CTO stepped down.
- 200 paid subscribers and 53% monthly renewal, with zero paid acquisition. Wound down in May 2026.

MilkyWay Dec 2023 to Jun 2025
Senior Product Designer
Seoul, South Korea · Remote · Liquid staking platform

- Led product design from pre-launch: the staking flow, 1-Click staking from another chain, withdrawals, the tool for choosing who to stake with, a simple and an advanced mode over one complex system, and the earnings dashboards. Built an atomic design system.
- The platform reached **$30M+ staked within 3 months** of launch.

Advanced Blockchain AG Jan 2022 to Dec 2023
Senior Product Designer

Berlin, Germany · Remote · Listed technology company (Frankfurt: ABX)

- Designed across 3 shipped products on Composable Finance: Pablo (a decentralised exchange), Picasso and Angular, with 10,000 combined monthly active wallets. Owned the design direction for Pablo.
- **Onboarding completion rose from 60% to 78%**, the average core transaction fell from 5 minutes to 3, and wallet and transaction support tickets fell 25%.

Kora

Jan 2019 to Jan 2022

Senior Product Designer

Apr 2021 to Jan 2022

Lagos, Nigeria · B2B payments infrastructure, formerly Korapay

- Led merchant payments design end to end with engineering: bank-transfer payments, card payments and the checkout suite. **1.2M+ completed checkouts and $300M+ processed** while I was there. Kora has since passed $1B.
- Ran settlements by hand with the CEO before the tool existed, for 20 to 30 merchants over 3 months. Then designed the tool that replaced us, including a $1 test transfer for stablecoin wallets. 1,000+ merchants had used it by the time I left.
- Led 2 designers and ran the technical design interviews for new hires. Worked across the merchant experience, internal operations dashboards and Collections, with compliance, operations and engineering on most decisions.
- Removed the "I have made this payment" step from bank-transfer checkout, because each tap clashed with the signal that the money had arrived, and made every state around the transfer clear. Payment-instruction support tickets fell from 4.2 to 2.4 per 1,000 checkouts.

Product Designer

Jan 2019 to Apr 2021

- Redesigned merchant onboarding with compliance and operations as a conditional flow. **Retention rose 20%** (29 of 40 monthly merchants) and monthly active merchants about 15%.
- Built Kora's first design system. Set visual direction and redesigned the website: traffic up 25% and online sales up 10%.

Rejuvenate Media

Feb 2017 to Jun 2019

Brand and Marketing Designer

Nigeria · Brand and marketing studio

- Designed brand identities, digital campaigns and websites for clients across Nigeria.

SKILLS

Practice

AI agent and chat interfaces, complex tools for expert users, user research and usability testing, product analytics (PostHog), design systems and tokens, interface copy, accessibility (WCAG AA)

Build

React, TypeScript, Claude Code, Cursor, design systems in code

Tools

Figma, FigJam, Figma Make, Framer, Maze, Dovetail, Linear

EDUCATION

University of Benin

B.Eng., Electrical and Electronics Engineering · 2012 to 2017

COMMUNITY

Mentor, ADPList

2022 to present · 25+ designers mentored

Fellow, Design Leadership Forum

2021 to present