

John Etokhana

Senior Product Designer

London, UK · UK Global Talent Visa

etokhanaj@gmail.com · +44 7309 892694 · johnetokhana.com · LinkedIn

PROFILE

AI-native senior product designer who takes products from zero to one. Over the last ten years I've worked across product design and brand design, with the last six focused on consumer AI, fintech and web3 products used by millions. I design and build in React and TypeScript with Claude, Claude Code and Cursor, from Episode's front end to the Rivva browser extension, not just mockups. Most recently co-founder, design and operations at Rivva, an external executive function system for adults with ADHD, shipped to iOS, Android and web across 30+ countries. Before that, senior designer at MilkyWay (\$30M+ protocol TVL), Advanced Blockchain AG (listed on Frankfurt as ABX), and Kora (profitable B2B payments, \$300M+ processed).

EXPERIENCE

Rivva

Aug 2025 to May 2026

Co-Founder, Design and Operations

London, UK · External executive function system for adults with ADHD and executive dysfunction

- Co-founded a B2C productivity SaaS and led design and operations. Shipped v1 to iOS, Android and web in January 2026, reaching users in 30+ countries across six continents within eight weeks.
- Owned product design and research end to end (working with one other designer at a time); after our CTO stepped down, ran engineering delivery from an operations standpoint, plus company-wide ops as a founder.
- Designed the product from zero: onboarding, calendar sync, sleep-data integrations (Apple Health, Google Health), real-time energy check-ins, and the Nia AI assistant, with accessible patterns for neurodivergent users.
- Ran the activation analysis that **redefined our activation metric**: growth rose while activation fell, so I dug into our own data and found the behaviours that actually predicted retention (completing a first task ~50% likely to stay 5+ days; connecting a second calendar ~12.5x more likely to retain, predictors, not proven levers), then redirected the v2 onboarding around them.
- At close: 200 paid subscribers, \$2K MRR, **25% trial-to-paid**, 60% signup-to-trial, 53% monthly renewal. Wound down cleanly in May 2026.

MilkyWay

Dec 2023 to Jul 2025

Senior Product Designer

Seoul, South Korea · Remote · Liquid staking protocol, Cosmos ecosystem

- Led product design from pre-launch. The protocol reached **\$30M+ TVL** within three months in an incentivized market; I frame TVL as protocol traction, not a design result.
- Designed the 0→1 staking flow, validator-selection model, Lite/Pro experience, and reward dashboards that made complex, high-stakes mechanics legible for non-experts, cutting the protocol knowledge needed before acting.
- Worked with backend, frontend and product and stakeholder research to turn protocol mechanics into clear, usable flows.

Advanced Blockchain AG

Jan 2022 to Dec 2023

Senior Product Designer

Berlin, Germany · Remote · Publicly listed Web3 venture builder (Frankfurt: ABX)

- Senior designer in an 8-person team, working mainly on Composable Finance, the firm's flagship DeFi project across the Cosmos and Polkadot ecosystems.
- Shipped Pablo (DEX) and Trustless (cross-chain bridging), plus growth and product surfaces. Helped establish company-wide design rituals.

Kora

Jan 2019 to Jan 2022

Senior Product Designer

Lagos, Nigeria · formerly Korapay · Profitable B2B payments, \$300M+ processed

- Led B2B merchant payments end-to-end with engineering. Shipped bank-transfer payments, card payments and the checkout suite to production, helping generate **\$300M+ in processed volume**.
- Ran technical design interviews and helped hire and onboard designers.

Product Designer

Sep 2019 to Apr 2021

- Redesigned merchant onboarding, lifting retention 20% (29 of 40 monthly merchants) and monthly active users 15%.

Creative Director

Jan 2019 to Oct 2019

- Set visual direction and brand standards. Redesigned the website, lifting traffic 25% and online sales 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.

SELECTED WORK

Episode

Self-optimising landing pages. Private beta.

Rivva

External executive function system, cross-platform.

Kora Checkout

B2B payments for African merchants.

MilkyWay

Liquid staking, Cosmos.

SKILLS

Product and design

Product strategy, UX/UI, interaction and visual design, typography, information architecture, design systems, cross-platform mobile and web, prototyping, user research, usability testing, accessibility (WCAG-aware), data visualisation, design-to-code.

AI-native workflow

Claude, Claude Code, Cursor and V0 for prototyping and shipping React and TypeScript front-end. Claude for ideation, PRD drafting, research synthesis and metric analysis.

Tools

Figma, FigJam, Figma Make, Sketch, Adobe XD, Framer, Webflow, Lottie, After Effects. Maze, UserTesting, Dovetail, Notion, Linear, Jira, Loom.

Domains

Fintech and payments, consumer AI, productivity, growth and PLG, health-data, Web3 and DeFi.

Leadership

People management, hiring, coaching, design ops, cross-functional facilitation, 0-to-1 launches.

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

Co-organiser, Be Epic Africa

2020 to 2022 · led design for 100+ volunteers