

Jowan Manjooran Jomon

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Digital designer and marketing operator focused on improving website performance, user experience, and conversion. Experienced in optimizing content, testing campaigns, and using customer behavior insights to increase engagement and drive measurable growth. Comfortable owning digital platforms end-to-end and improving what isn't working.

SKILLS

- **Technical:** HTML, CSS, JavaScript, Framer, Vercel, CMS workflows, Ecommerce & Conversion Optimization
- **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, Shopify, Framer, Webflow

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.
- Took ownership of website performance and campaigns, identifying issues and implementing solutions to improve engagement and conversion results
- Audited content publishing workflows across HubSpot and Ghost CMS and built standardized templates to reduce production friction and publishing errors.
- Improved website structure and user flow to increase engagement and conversion potential
- 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.
- Supported digital and email campaigns with A/B testing to improve targeting, click-through rates, and conversion performance

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.
- Managed end-to-end website and content systems for clients, improving user experience and driving business growth
- 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.
- Optimized digital content and user flows to support higher conversion rates and revenue growth
- Developed reusable UI patterns and scalable visual systems to ensure consistency across web and marketing platforms.

Tokyo Smoke

Keyholder / Marketing Designer

Oct 2023 – Feb 2026

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.
- Analyzed customer behavior and applied insights to improve product presentation and purchasing decisions
- Managed print production workflows and coordinated asset deployment with management.

EDUCATION

University of Waterloo

Bachelor of Global Business and Digital Arts (GBDA)

Sept 2023 - Expected April 2028

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

Contemporary Web Design

Jan 2017 - April 2018

Oshawa, ON

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