

Karan Thakur

Lead Product Designer

With six years of experience across healthtech, edtech, food tech, consulting and e-commerce, I believe impactful design begins with understanding people. I'm passionate about crafting intuitive, immersive experiences that solve real problems, foster connections, and elevate products—ensuring every design serves a purpose and creates meaningful impact for users and businesses alike.

Contact me at:

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Portfolio:

Behance - www.behance.net/karanthaku0813

Website - www.karanthakur.online

Tata 1mg | Lead UX Designer (Leading diagnostics Pod) | June 2024 - Present

- Spearheaded the development of "India's first AI-driven predictive health mobile app", empowering over 40k premium users to address their health concerns. The app leverages advanced AI and lab report analysis to provide personalized insights and recommendations, revolutionizing how users understand and manage their health.
- Leading a team of five members to strategize growth-focused projects for the Diagnostic Pod, achieving a consistent 2-3% month-over-month increase in lab orders over the past 2 quarters.
- Established design metrics to measure success of the projects, enabling informed decisions and reducing the risk of blind assumptions.

Ketto | Senior Product Designer (Design team lead) | September 2023 - June 2024

- Spearheaded mentorship program for junior team members, enforcing design standards and ensuring consistency across all products, leading to a 30-35% enhancement in delivery timelines.
- Enhanced revenue streams by 17% through strategic upselling tactics on payment confirmation page, incorporating monthly and one-time donation options.
- Elevated user satisfaction and minimized month 1 cancellations by 12.5% through optimizing donation experience and refining cancellation journey, prioritizing user education.

Makeo Toothsi | Product Designer 2 (Growth Pod lead) | March 2022 - September 2023

- Developed an intuitive and efficient dental scanning report process, "Plan at Scan," reducing plan creation time from 4 days to just 30 minutes.
- Managed post-purchase roadmap and increased NPS from 50 to 64 (+28%) by optimizing the customer journey and solving for customer delight.

Worxwide | UX/UI Designer | April 2020 - March 2022

- Designed new features for the Ed-Tech platform Pearson Cypress. Enhanced existing flows and redesigned the editor toolbar menu.
 - Redesigned the TATA Studi app's onboarding experience. Drop Offs were reduced by 35-40% and the onboarding completion rate increased by 71% in 6 months.
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Xeye Innovation & Design | UX/UI Designer | September 2019 - March 2020

- Designed website for Hostie Asia, Six-Yard Story & Jimmy's Cocktails. Ideated concepts from scratch created wireframes, user flows and user interfaces.
 - Designed a digital campaign for Barclays, closely worked with the design director, and created interactive online games and on-ground experiences for the employees.
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Freelance UI Designer, Jun 2018 - Aug 2019

- Created website landing pages for 1000 Islands and Chor Bazaar Bistro website.
 - Designed the digital & on-ground campaign for Chor Bazaar Bistro Opening. Planned the whole scenario with the team and successfully delivered the designs with over 50,000 reaches on social platforms.
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Education

- Interaction Design Foundation | 21st century design | Emotional design, 2019-2020
 - College of Art, Delhi University | Bachelor's in Applied Arts, 2015-2019
 - Salwan Public School | 12 Grade, CBSE
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Softwares

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| • Figma | • Midjourney | • CleverTap |
| • Framer | • Chat GPT expert | • MS Clarity |
| • Illustrator | • Dalle | • Marvel App |
| • Photoshop | • Recraft | • Blender |
| • After effects | • Wix studio | • Abelton |
| • Sketch | • Shopify | • Miro |
| • Balsamiq | • Jitter | |