KARAN SHAH

Product Designer

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Product Designer who solves complex problems through research, systems thinking, and strategic design. I lead products end to end, from discovery to delivery, aligning user needs with business goals and backing decisions with data. I bring AI into the workflow to accelerate research, documentation, and decision-making while preserving context across the product lifecycle.

SKILLS

Product Design Product Discovery, User Flows, Information Architecture, Prototyping, UX Research, Usability Testing, Design Systems, Responsive Design, Design Thinking, User-Centered Design, Micro-interactions, A/B Testing

AI & Tools Figma, Claude, ChatGPT / Codex, Google Stitch, Lovable, Notion, JIRA, HTML & CSS

Collaboration Cross-functional Collaboration, Communication, Teamwork, Adaptability, Time Management

EXPERIENCE

Product Designer

Petpooja | Jan 2025 - Present | Ahmedabad, India

- Owned end-to-end product design for a WhatsApp campaign builder, from product discovery and user flows to prototyping and launch, scaling to **733 campaigns** and **683K+ messages** while sustaining a **98% delivery rate** and **58% read rate**.
- Drove product experience and platform scalability across a **B2B SaaS** ecosystem used by **14K+ restaurant owners** across **340+ cities and 32 states**, supporting **347K+ sessions** with ~4.5-minute average engagement.
- Increased monthly active users **~4.5x in four months** (1.5K to 6.7K) through data-driven UX improvements, iterative onboarding optimisation, information architecture, and navigation redesign.
- Redesigned the marketing discovery and activation journey, applying user behaviour insights and iterative experimentation to achieve **~70% explore CTR** and improve first-time user activation.
- Led end-to-end design of an **AI-assisted Reputation Management** system, centralising customer feedback and actionable insights to increase review response rates by **~35%** and enable faster issue resolution.
- Designed the **Petpooja Agent** experience, a conversational AI interface that transformed natural-language queries into actionable business insights and data visualisations, reducing time-to-insight by **~50%**.

Associate UI/UX Designer

Jio Platforms Ltd | Dec 2023 - Jan 2025 | Navi Mumbai, India

- Designed interaction flows, gamified experiences, and micro-interactions for a **420M+ user base**, driving **25M+ interactions** across banners, carousels, and push notifications.
- Launched large-scale engagement campaigns for top brands including **Uber, Coke Studio Bharat, IPL, and Club Mahindra**, partnering closely with product and marketing teams.
- Built a reusable component system for MyJio campaigns, cutting design-to-development turnaround by **20%** while keeping consistency at scale.
- Refined designs through A/B testing and real-time performance data, redesigning key mobile screens for a **10% lift** in user engagement.

UX Research Fellow

Ahmedabad University | Sep 2023 - Dec 2023 | Ahmedabad, India

- Led conceptualisation and enhancement of a web solution to alleviate difficulties faced by students using the university portal.
- Conducted usability testing and user interviews, translating findings into actionable design recommendations.

EDUCATION

B.Tech, Computer Science & Engineering

Ahmedabad University | 2019 - 2023 | Ahmedabad, India

CERTIFICATIONS

Google UX Design Certificate • UI/UX Design Specialization, CalArts • Jio Certified Figma Designer

AWARDS & RECOGNITION

- **Petpooja UX Rockstar Award (2025-2026):** Peer recognition for designing product experiences that users instantly love.
- **Jury Invitee, Cyber Cypher 5.0, NMIMS (2026):** Selected to judge participant projects at the institute's annual event.
- **Featured on Wall of Portfolios (2025):** Selected among the 30% of submitted portfolios featured on the Wall.