

KARTHIKA S

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SUMMARY

Product designer with 5+ years of experience specializing in fintech and enterprise platforms used by 200K+ monthly active users, 1,000+ merchants, and 10,000+ employees. Brings an engineering mindset to product design, translating complex systems into clear, scalable experiences. Strong focus on design systems, rapid prototyping, and close collaboration with engineering to move ideas from ambiguity to shipped products. Integrates AI into everyday product and design workflows to accelerate iteration and delivery.

EXPERIENCE

ShopSe | Product Designer | Nov 2023 - Present, Mumbai, India

- Sole designer across ShopSe's consumer app, merchant app, and internal tools, serving 1,000+ merchants and 200K+ monthly active users on a consumer credit platform.
- Restructured the consumer credit checkout from 20 screens to 12 (~40%), reordering the flow so customers learn what they qualify for before any paperwork. Grounded in in-store field research; cut task completion time ~50%, reduced funnel drop-offs 18%, and took first-time credit users from a 20-40 minute wait to an eligibility answer in under 60 seconds.
- The new structure made online checkout viable beyond electronics, opening three new business lines: Health & Wellness (2x repeat customers), EdTech (+55% enrollments), and Insurance (+48% policy sales).
- Rebuilt merchant onboarding, replacing the manual back-office work each new merchant required with a self-serve flow; internal ops reporting measured a 120% efficiency gain and faster merchant activation.
- Redesigned the sales dashboard around the decisions merchant teams make daily, based on field research; the clearer signals contributed to a 30% revenue uplift.
- Built and maintained a Figma design system of 85+ reusable components, adopted by 4 product teams, cutting design-to-engineering handoff from 3 days to same-day.
- Made 47 product flows fully accessible (WCAG 2.1 AA), including screen reader support and complete keyboard navigation.
- Brought AI tools into daily design and prototyping work, cutting concept-to-prototype time from 2 days to same-day.

Vodafone | Product Designer, promoted to Assistant Manager | Aug 2020 - Oct 2023, Pune, India

- Led end-to-end UX strategy and UI delivery for ThinkBox, Vodafone's internal innovation platform, conducting discovery interviews across 6 business units to identify pain points and opportunities, resulting in a 30% engagement uplift in the first quarter post-launch.
- Redesigned recruitment and onboarding tools in partnership with HR and engineering, reducing new-hire time-to-productivity by 25% (4 to 3 weeks) and improving satisfaction scores by 22 points.
- Collaborated with cross-functional teams (product managers, engineers, HR, and business stakeholders) by mapping workflows, facilitating co-design workshops, and iterating prototypes to ensure design decisions were grounded in real operational needs.
- Promoted from Product Designer to Assistant Manager, leading design for multiple internal products and mentoring junior designers, demonstrating ownership across strategy, execution, and team development.
- Implemented data-informed UX improvements by analyzing user metrics, conducting usability tests, and A/B testing features, which drove measurable improvements in adoption and workflow efficiency.
- Standardized internal design patterns and systems, ensuring consistency across HR and innovation platforms, reducing design handoff ambiguities and improving engineering alignment across multiple teams.

MyCaptain | Design Mentor | Mar 2023 - Oct 2023, Remote

- Mentored 60+ aspiring UX designers in research, interaction design, and portfolio development, consistently achieving top-rated feedback (4.8/5) and helping mentees transition successfully into product design roles within 3 months.

SELECTED PROJECTS

- **Snapsort:** Mac app that automatically organizes screenshots using AI. Designed, engineered, and shipped end to end, from AI prompt design to trust-building UX, refined through a 15-person beta.
- **GrowthX Job Portal:** Redesigned job posting and candidate tracking for a private alumni community, cutting posting time 62% in prototype testing while removing the talent team from every posting.
- **TerraToken:** Figma plugin that turns any photo into a ready-to-use design token system; 200+ installs and adoption across the design community.
- **BangaloreRoomi:** Founded and grew a 25K+ follower Twitter (X) community helping people find flatmates and housing in Bangalore; featured on ScoopWhoop for community impact.
- **Additional AI experiments**, all live at karthika.pages.dev: What The Whey (meal planning), Jar of Hearts (storytelling, 10K+ organic shares), StackPick (developer tools).

SKILLS & TOOLS

- **Design & UX:** Figma (Tokens, Variables, Auto Layout, Dev Mode), FigJam, Miro, Adobe Creative Suite, Material Design | **Building intuitive, scalable, and accessible product experiences**
- **AI & Automation:** Cursor, Lovable, Replit, n8n, Make, Anthropic API | **Crafting AI-powered workflows, generative design solutions, and automated product tooling**
- **Development & Code:** HTML, CSS, JavaScript, React | **Rapid prototyping and seamless collaboration with engineering**
- **Product Methods & Research:** Double Diamond, Design Sprints, Usability Testing, A/B Testing, Accessibility (WCAG 2.1 AA), Agile/Scrum | **Driving evidence-based, user-centered product design**

EDUCATION

Vellore Institute of Technology - Bachelor of Technology in Electronics & Communication Engineering | 2016 - 2020 | Vellore, India | CGPA 8.53/10