

Karthika Gopinathan

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🔗 Portfolio: whynotkargo.com

🌐 [karthika-gopinathan](https://www.linkedin.com/in/karthika-gopinathan)

Senior Product Designer with 7 years of experience creating user-centered solutions for complex problems. Proven expertise in designing multi-platform applications, leading cross-functional teams, and driving measurable business impact. Passionate about leveraging design to enhance education and collaboration.

Work Experience

Product Designer

[Prenda](#) (Jun 2023 - Sep 2024)

- Led UX design for 15+ projects at Prenda, an edtech company supporting guides in setting up microschoools
- Played a key role in creating Prenda's first fully digital onboarding process for guides, resulted in accelerating onboarding by 2x and reducing drop-offs by 40%
- Spearheaded user research and usability testing for 10+ features, which boosted user retention to 70% through enhanced discoverability and user engagement
- Defined and implemented a Visual QA process that ensured high UX/UI design fidelity, enhancing brand consistency and strengthening accessibility
- Hired and mentored a junior product designer focused on UI for multiple projects, guiding their growth and development within the team

Product Designer

Independent Consultant (Jun 2022 - Jun 2023)

- Delivered comprehensive UX design solutions for B2B and B2C SaaS products and mobile apps, with a focus on project scoping, user research, and iterative design methodologies, exemplified by a mental health app for sports schools
- Instrumental in shaping early product design strategies for new products by working closely with founders, resulting in successful project pitches

Lead UX Designer

[BigBang Artwork](#) (Dec 2021 - Jun 2023)

- Led design efforts at Bigbang Artwork, developing a UX strategy and establishing a design system for the nonprofit that connects youth with opportunities
- Created a platform for youth collaboration, resulting in a 25% increase in user engagement within the first 6 months.
- Designed and shipped foundational pieces for tutor program, art courses and more.

Co-founder & Product Designer

[Zaviga Technologies Pvt Ltd](#) (Sep 2017 - Nov 2019)

- Co-founded Eduzapp, an edtech platform in India, leading design for web and mobile apps from concept to launch, and presented pitches to various educational institutions
- Developed the product's UX framework, integrating user research, wireframes, and prototypes
- Worked closely with development teams to ensure smooth execution, aligning design with business goals and user needs

Regional Visual Merchandising Manager

Bestseller Retail India Pvt Ltd (Nov 2013 - Feb 2018)

- Managed a team of 20+ visual merchandisers for the brand ONLY.
- Designed, implemented, and maintained high visual standards across stores, contributing to the brand's rapid success and prominence in India.

Visual Merchandiser

Marks and Spencer Reliance India Pvt Ltd (May 2012 - Nov 2013)

Fashion Designer

Hasbro Clothing Pvt. Ltd (June 2008 - May 2009)

Education

Masters in Experience Design

National Institute of Design, India (2009 - 2011)

Bachelors in Fashion Design

National Institute of Fashion Technology, India (2004-2008)