

Karan Thakur

Lead Product Designer

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SUMMARY

Lead Product Designer with 8 years of experience building healthcare, consumer, and fintech products, with deep experience across patient journeys, diagnostics, predictive health, clinical workflows, health commerce, and AI-powered healthcare experiences. Led product design across healthcare products serving **80,000+ premium subscribers and 10,000+ cancer-care patients**, while partnering with product, engineering, clinical, growth, and business teams to simplify complex healthcare experiences.

Experienced in **0→1 product design, healthcare UX, patient experience, clinical workflows, design systems, research, experimentation, and design leadership**. Hands-on with modern AI-first workflows including **Figma Make, MCP, Claude Code, Lovable, ChatGPT, and AI-assisted design-to-development**.

CORE EXPERTISE

Healthcare Product Design: Patient Experience · Healthcare UX · Diagnostics · Clinical Workflows · Predictive Health · Health Commerce · Care Journeys · Healthcare Onboarding · Conversational Health Experiences

Product Design: Product Strategy · 0-1 Product Design · UX/UI · Interaction Design · Visual Design · Information Architecture · Mobile & Responsive Design · Growth & Retention

Research & Experimentation: User Research · Usability Testing · A/B Testing · Behavioural Research · Data-driven Product Decisions · Microsoft Clarity · CleverTap

Design Leadership: Team Leadership · Coaching & Mentorship · Design Critiques · Design QA · OKRs · Hiring · Cross-functional Collaboration · Stakeholder Management

Design Systems & Craft: Figma · Variables · Components · Libraries · Auto Layout · Prototyping · Typography · Motion & Micro-interactions · Accessibility · Design Systems

AI & Emerging Workflows: Figma Make · MCP · Claude · Claude Code · Lovable · ChatGPT · Codex · Prompt Engineering · Conversational UI · AI-assisted Design-to-Development

EXPERIENCE

Lead UX Consultant: AI Initiatives.

Bangalore, India

2070 Health Ventures

October 2025 - Present

- **Improved patient access to cancer care by 8%** by leading end-to-end product design across three AI-first healthcare platforms spanning diagnostics, healthcare commerce, and second-opinion experiences.
- **Reduced diagnostic workflow friction by 35%** in usability testing by transforming complex clinical decision trees into simple, step-by-step patient experiences.
- **Reached 10,000+ cancer-care patients with 72% satisfaction** by designing a WhatsApp-based conversational AI journey for healthcare guidance and support.
- **Built the organisation's AI-assisted healthcare design workflow from scratch** using Figma Make, MCP, Claude Code, and Lovable, creating a repeatable design-to-development pipeline across product teams.
- **Established consistent UX quality across AI-generated healthcare experiences** by creating an archetype-based UX copy framework, structured prompting practices, and an AI-assisted visual-generation pipeline.
- **Connected design, engineering, and Shopify workflows** to reduce the gap between product concepts
- production-ready interfaces, and healthcare commerce experiences.

Assistant Team Lead & AI Initiatives

Gurugram, India

TATA 1mg

July 2024 - October 2025

- **Increased lab orders by 3% MoM for two consecutive quarters** by owning diagnostics discovery and applying structured A/B experimentation to improve the customer funnel.
- **Increased feature DAU by 16% and bookings by 2%** by restructuring product navigation and introducing contextual entry points to address a critical discovery gap.

- **Improved design delivery velocity by 12–15%** by leading and coaching a five-person cross-functional design team through clearer OKRs, critique rituals, and AI-assisted workflows.
- **Influenced 8% of the quarterly product roadmap** by introducing mixed-segment group research that surfaced behavioural patterns missed by traditional 1:1 interviews.
- **Designed and shipped an AI-driven consumer product serving 80,000+ premium subscribers** by combining real-time data with proactive user experiences, achieving **4.6/5 CSAT**.
- **Accelerated product iteration** by introducing AI-first prompting workflows and generative design tools across the team.

Lead Product Designer

Mumbai, India

Ketto Crowdfunding

August 2023 - July 2024

- **Increased revenue by 17%** by redesigning the post-payment confirmation journey with contextual upsell opportunities and recurring/one-time transaction options validated through research and A/B testing.
- **Reduced Month 1 subscription cancellations by 12.5%** by rebuilding the cancellation journey around education and addressing the behavioural triggers behind user drop-off.
- **Reduced Month 2 recurring-transaction churn by a further 4%** by introducing personalised impact stories based on donor history, transforming a transactional billing moment into a retention experience.
- **Led product design across acquisition, subscription, payment, and retention journeys for 2M+ users** by partnering with designers, product managers, and engineers.
- **Built and led an eight-person design and research team** that earned the **Best Team Award for two consecutive quarters** for design quality, velocity, and cross-functional impact.
- **Improved product decision-making through research and experimentation** by combining usability testing, behavioural insights, and A/B testing across high-impact customer journeys.
- **Mentored designers across product thinking, interaction design, prototyping, research, and stakeholder communication**, improving team quality and reducing rework.

Senior Product Designer (Growth Pod lead)

Bangalore, India

Makeo Toothsi

October 2021 - August 2023

- **Reduced operational costs by 6%** by designing enterprise workflows for doctors, clinic administrators, and field teams across task management, scheduling, issue resolution, and daily operations.
- **Reduced workflow completion time from four days to 30 minutes** by designing the Plan at Scan workflow with domain experts, delivering a **48.5% operational efficiency gain**.
- **Increased NPS from 50 to 64 (+28%)** by redesigning the post-purchase customer journey for **70,000+ active users**.
- **Designed complex role-based workflows** for operational teams with varying levels of digital literacy by combining field research, shadowing, interviews, and usability testing.
- **Created a new acquisition and revenue channel** by designing a 0→1 consultation experience that connected customers with professional services.

Product Designer

Gurugram, India

Worxwide | Xeye Innovation & Design

June 2019 - March 2021

- **Grew Frenzi from 0→1 to 800K users, 400K+ MAU, and 21K+ DAU** by designing the social mobile product across discovery, content, reviews, and community.
- **Reduced onboarding drop-off by 35%** by combining user research, usability testing, and iterative A/B experimentation across key entry points.
- **Reduced bid-submission turnaround by 11%** by designing a unified, role-aware marketplace used by five operational roles.
- **Improved the learning experience for 200,000+ students** by designing new Pearson Cypress platform features and rebuilding the editor toolbar around clarity and speed.

Design Consultant (Freelance/Internship)

Remote, India

Nascent Infotech

June 2017 - May 2019

- **Increased online revenue by 4%** by designing the end-to-end booking and trip-tracking experience for 1000 Islands Resort.
- **Reached 50,000+ people** by directing digital and on-ground campaigns for the launch of Chor Bazaar Bistro.
- **Built the initial brand strategy for Old School Truffle** and contributed to developing the business from its early stages.

Salary Se | Fintech Mobile App

January - March 2026

- **Reduced design-to-ship time from 320 minutes to 25 minutes** by building an AI-assisted visual design workflow using Claude and ChatGPT for scalable fintech UI banners and micro-interactions.
- **Improved the primary fintech product experience** by redesigning the home surface around distinct first-time and repeat-user behaviours.
- **Created scalable reusable UI components** by developing a Claude-based workflow that shortened the distance between design concepts and production-ready interfaces.
- **Standardised fintech visual communication** by creating an AI-driven design pipeline for promotional banners and micro-interactions.

Meet Koi | Consumer Dating App

January - March 2026

- **Designed the complete 0→1 product in four weeks** by defining positioning, information architecture, core product loops, interaction patterns, and detailed UI.
- **Built the core engagement system** through discovery, profiles, matching, psychological assessments, and recurring check-ins.

AWARDS

- **Recognition for excellence in performance** - Quarterly recognition program at Ketto.
- **Best team award** – Recognition for most contributing team for 2 consecutive quarters.

EDUCATION

Bachelor of Design

College of Art, University of Delhi

Major: Design and Applied Arts

Delhi, India

June 2015 – June 2019

ONLINE CERTIFICATIONS

Interaction Design Foundation

21st Century Design Certification (NN/g)

Delhi, India UX

December 2020 - February 2021