

Karan Khatri

Product Design Lead

New Delhi, IN | 9818888681 | Karankhatri04@protonmail.com | [Portfolio](#)

Professional Summary

Product Design Lead with 4+ years of experience, owning the entire design department for a US-based, AI-native analytics SaaS platform. Lead a design-focused team through discovery, PRD ownership, UX, and design systems to ship reporting, player analytics, B2B, and subscription experiences end-to-end. Drove 90%+ adoption on a redesigned reporting system while owning responsive web/mobile design, the design system, and stakeholder-facing prototyping.

Domain Expertise: B2B SaaS Products, AI/ML Applications, Analytics & Data-Intensive Platforms.

Core Skills

Product & Strategy

Product discovery, roadmap definition, MVP scoping, requirements writing, stakeholder alignment, KPI definition and tracking, experiment design (A/B tests), go-to-market collaboration.

Design Leadership & Operations

End-to-end product design, design critiques and reviews, coaching and mentoring, design documentation, definition of done, design system governance, cross-functional rituals (standups, reviews, retros).

User Experience & Research

User interviews, usability testing, journey mapping, funnel analysis, competitive analysis, information architecture, accessibility-first design (WCAG 2.1/2.2), data-heavy interaction design.

Platforms & Tools

Figma (expert), FigJam, Miro, Notion, Jira, Confluence, Mixpanel, Google Analytics, Hotjar, UsabilityHub, ProtoPie / Principle (prototyping), HTML/CSS fundamentals.

Work Experience

GameRun

Product Manager (UI/UX) | March 2026 - Present

- Partnered with the ML/AI engineering team to define and standardize JSON data structures and requirements for reports, actively shaping technical specs and PRDs for how AI-generated data should be structured, presented, and versioned, planning for schema changes and building UI fallbacks to handle missing, delayed, or malformed data gracefully.
- Co-authored and validated the B2B PRD by auditing sports organization structures and competing sports enterprise management software. and delivered Designs for the end-to-end B2B account and team structure flow; including organizations, roles and permissions, invitations, and account switching, Sped up delivery by 200%.
- Built and maintained a live prototype for stakeholder reviews, user validation, and early testing of product flows before development with AI workflows using tools such as Lovable, Figma AI/Make, v0 and Framer AI.
- Led the design team to redesign the Reports Shared Modal with market research and competitor analysis, finalized designs for Sharing cards with different report types and data types to account for AI Result Differences.
- Designed and evolved the feature-gating framework as the business moved from credit/video-based plans to feature-based plans, creating gated screens, teasers, and complete flows across reports, dashboards, video, and collaboration so upgrade paths and entitlements stay transparent in-product.
- Designed The Player Analytics dashboard with metrics, ranges, presets, and drill groupings, validated by Interviews and Persona mapping with the Industry's top level Coaches and Athletes.
- Designed high-level event and marketing pages optimizing for performance marketing and CRO for key collaborations (e.g., NTIS) and tournaments (e.g., Phenom Hoops, Stanford events, CCM), integrating GameRun's analytics narratives and report outputs into event-specific landing experiences for partners and teams, Resulting in more than 50% growth in subsequent orders.
- Designed and shipped major product improvements across the apps, including Drive/Dropbox-based video ingestion, rating prompts, player sports profiles, tutorials, onboarding, sign-in, and supporting loading, validation, empty, and error states. Validated the need for link-based ingestion through user surveys and created the end-to-end UX pathway to replace manual uploads.

RF Pvt Ltd, New Delhi

Product Design Consultant | June 2023 - Feb 2026

- Led UX/UI and end-to-end flows for Browser Control MCP AI browser extension using iterative discovery and testing; conducted 15+ usability tests across 3 A/B rounds, improving retention from 32% to 86% and achieving 92% permission acceptance with zero privacy complaints.
- Designed and implemented a warehouse management system for AE Warehouse (₹10+ crore inventory across 10+ warehouses), consolidating dashboards and mobile scanning flows; reduced misplacement rates by ~70–80% and cut order processing time from 20+ minutes to 5–6 minutes.

- Directed redesign of ARP's e-commerce returns experience using behavioral data and funnel analysis, achieving 60% drop-off reduction and 88% improvement in satisfaction scores while aligning cross-functional teams around a single returns roadmap.

Thinkbuzz, Remote

Product Designer | June 2022 - May 2023

- Led a brand identity and product UI refresh across 12+ digital touchpoints (product UI, marketing site, communications), driving a 40% reduction in design-to-dev handoff time through clearer specs and reusable patterns.
- Established a design critique framework and weekly cross-functional reviews (engineering, product, marketing); maintained a library of 40+ reusable components that reduced handoff time by 35% and improved implementation consistency.

DCSE Placement Cell, New Delhi

UI/UX Design Intern | November 2019 - May 2021

- Redesigned event registration UX with improved IA and usability testing (25+ students), supporting 10,000+ sign-ups across 3 semesters with 95% task completion.
- Conducted campus-wide research (surveys n=200, interviews n=200), synthesized insights into a platform redesign that increased active memberships by 13%.

Education

MIT, Computer Science and Artificial Intelligence Laboratory (CSAIL)

Certification: Human-Computer Interaction for User Experience Design

MIT, OpenCourseWare

Certification: 6.831/6.813 - User Interface Design and Implementation

University of Maryland

Certification: ENES608.3 - Product Design, Prototyping, and Testing

Delhi University, New Delhi

Bachelor of Arts (Honours)

Relevant Coursework: Graphic Narratives, Creative Writing, Literature & Cinema