Karthikeyan Krishnamoorthy

Senior Product Designer · Product-Led Growth, Activation & Onboarding

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SUMMARY

Product Designer with 10+ years designing intuitive self-serve tools across SaaS, fintech and health tech. Proven track record in product-led growth (PLG) at GoTo: increased onboarding device setup from 21.6% to 40.3% with goal-oriented flows, and drove a 3.4x adoption lift through contextual prompts. Focused on early concept validation and close cross-functional execution.

EXPERIENCE

UX Designer, Product-Led Growth (PLG) Nov 2024 – Oct 2026

GoTo · Budapest, Hungary

- Designed new-user onboarding around a single goal-based question instead of a 20+ button wall, raising device setup success from 21.6% to 40.3%.
- Designed onboarding experiences that helped goal-sharing users reach approximately 50% activation, compared with 31% overall.
- Discovered alerts were GoTo Resolve's stickiest but least-discovered feature (62% next-day return vs. 34% baseline), then shipped a contextual prompt driving a 3.4x lift in first-day setup (1.6% → 5.5%).
- Partnered with the commerce team to bring upgrade purchases in-product with an express checkout flow, converting ~15% of modal openers into same-day purchases.

User Experience Designer Oct 2020 – Sep 2024

UX studio · Budapest, Hungary

- Led end-to-end UX across 6 major client engagements in blockchain, contact center solutions, health tech, legal tech and automotive classifieds.
- Mentored a squad of 4 designers, aligning career trajectories with client deliverables.
- Designed and facilitated 4 specialized workshops on concept prototyping and accessibility standards.
- Hosted and produced 6 episodes of the studio's product design podcast.

Freelance Product Designer Aug 2019 – Apr 2020

Self-employed · Chennai, India

- Delivered product design projects for independent clients.

Founding Designer Nov 2018 – Jul 2019

CultureMonkey · Chennai, India

- Designed and shipped the company MVP from ground zero in under 6 months.
- Delivered end-to-end product UI, marketing collateral and sales pitch assets for the go-to-market rollout.

Product Designer Oct 2017 – Dec 2018

Wingify / VWO · New Delhi, India

- Led the customer-driven redesign of the core A/B testing module through contextual inquiries, remote usability tests and card sorting.
- Designed visitor allocation architecture for enterprise accounts to drive account expansion.
- Architected conditional survey branching to support scalable customer insight collection.
- Resolved critical production security and UX flows over a 2-month focused sprint.

UI Designer Sep 2015 – Sep 2017

Tenmiles / HappyFox · Chennai, India

- Designed the HappyFox Chat mobile app for iOS and Android, following Apple HIG and Material Design.
- Shipped 10–12 major features across 10 rapid sprint cycles for the web application.
- Spearheaded the visual redesign of 2 core modules of the flagship HappyFox customer support platform.

UI Design Intern May 2015 – Jun 2015

Jugnoo · Chandigarh, India

- Designed mobile UI screens and interaction components for an on-demand transport app.

SKILLS

Product & growth: Product-Led Growth (PLG), Interaction Design, A/B Testing, Funnel Optimization, Onboarding, Activation

Prototyping & tools: Figma, Rapid Prototyping, Amplitude, AI-Assisted Experimentation (OpenCode, Cursor, LLMs)

Research & leadership: Usability Testing, Contextual Inquiries, Design Mentorship, Stakeholder Management, Workshop Facilitation

PROJECTS

My Portfolio as a Game kkchimpy.com/game.html

A side-scrolling adventure through my portfolio, playable in the browser. Built in vanilla JavaScript and canvas.

Design Critique Plugin github.com/kkchimpy/design-critique

AI-powered design critique tool: upload a design, have several OpenRouter models critique it, inspect the anonymous peer review, and download a self-contained HTML verdict.

EDUCATION

Bachelor of Technology, Information Technology · SRM University, Chennai, India 2010 – 2014

WORKING STYLE

I prototype early to turn ambiguity into tangible artifacts teams can test, discuss and validate. Strong advocate of high-velocity feedback loops, data-informed iterations and pairing directly with engineering to ship polished, accessible product experiences.