M S N Karthik

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Summary

The goal here is to build agile, scalable, data-driven, user centered products for the next generation. As a Product Owner/ Designer/Manager/Strategist, I help startups capture and transform customer insights into full product experiences that in turn increase customer satisfaction, retention, loyalty and brand love.

Key Competencies:
UI/UX Design, User Research, Interaction Design, Design Management, Product Management, Product Strategy, Product Analytics, Usability Evaluation, User Testing, Project and Sprint Planning

Importance of a Product/Design Role:
Product Management in an inter-disciplinary role which tries to marry Business strategy and Marketing with Design and Engineering, hence making better products that users need. Having a well-built Product function offers businesses and startups, the advantages such as setting up of business objectives, targeting markets to deliver measurable products and services, and prioritizing the goals of the company. The cross-functional Product role, which encapsulates Product Management, Product Design, Product Analytics and Product Marketing functions, ensures that any product feature or module that is being designed and developed is in-line with the broader Business goals of the company, and also follows a User-Centered Design (UCD) methodology which puts the end-users at the center of what is being developed.

Experience

Co-Founder, Head of Product & Design

Parallax+

Apr 2020 - Present (4 months +)
Parallax+ is a design led data-driven technology lab that designs, develops, and ships world-class software applications to help startups and enterprises accomplish the impossible. I head the Product Strategy and Design verticals at Parallax+.
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Visit http://parallax.plus/

Founder, Filmmaker

adwhyta

Oct 2016 - Present (3 years 10 months +)
Adwhyta is a storytelling lab at the intersection of science, philosophy, culture, nature and history, which takes inspiration from exploratory travel and soul searching. It was founded by filmmaker MSN Karthik in 2016.
Youtube: https://www.youtube.com/adwhyta

Product

Qrius.ai

Jun 2018 - Dec 2019 (1 year 7 months)
Qrius(pronounced Curious) is a deep learning and AI research lab that drives intelligent conversations between brands and customers. It uses popular messaging apps like Facebook Messenger, WhatsApp and offers out-of-

the-box modules for e-commerce businesses. Qrius powers dialogues & provides assistance for users on pre-sales, post-sale order tracking and even offline store integrations.

Qrius holds the highest industry benchmarks on all conversational parameters, powering more than 100,000 conversations a month with 80%+ day on day retention.

Product Manager & Head of Design
MindTickle

Aug 2016 - Apr 2018 (1 year 9 months)

MindTickle is one of the fastest growing Sales Readiness Platforms in the world, used for on-boarding, product training, coaching and ongoing readiness, that helps fast growing companies to prepare their sales teams and partners in a scalable and effective way. I work closely with the Customer Success, Marketing and Product Teams. We follow a strictly Analytics-driven User Centered Design Methodology, and reinforce the learner behavior with Gamification.

Co-founder and CEO
Filmtwine

Feb 2014 - Mar 2018 (4 years 2 months)

Filmtwine is a collaborative and radical place to showcase who you are and share your filmography with filmmakers and film crews across the globe. Showcase your creative talent to the world of filmmakers and collaborate with them . Change the world, one frame at a time! www.filmtwine.com

Partner
YouTube

Aug 2016 - Feb 2018 (1 year 7 months)

Musician
Raga Riot

Aug 2016 - Feb 2018 (1 year 7 months)

Raga Riot is an experimental music channel by MSN Karthik. It represents the constant battles we face with our souls as amateur musicians in order to perfect the divine art of Music. https://www.youtube.com/RagaRiot

Senior Product Designer
MindTickle

Jan 2015 - Aug 2016 (1 year 8 months)

User Experience Designer
JDA Software

Jul 2013 - Jan 2015 (1 year 7 months)

Mainly responsible for the User Experience of suites like Unified Assortment, Warehouse Management System, JDA Assortment and Assortment Mobility. Also worked on a variety of products at JDA which include Collaborative Shelf Planning and MDAP.

Being a member of first UX Design team at JDA, India, I have been a part of framing the user centered design methodology into SDLC of various products, while closely working with the Product Management Group and also involved in designing the persona based UX guidelines for 130+ JDA applications to be migrated to a single Web UI.

Day to day activities at JDA include:

i. Converting business requirements and user needs into high-fidelity wireframes/prototypes by analyzing functional requirements and technical specifications, collaborating with business analysts, functional architects, product owners, tech leads and customers.

ii. Designing information architectures, user task analysis, developing task flows, build personas and scenarios, usability heuristics evaluation, internal and remote usability testing.

iii. Conducting 'Design Studio' for design solutions, design review with developers to ensure correct implementation of design.

iv. Work closely with product management group to plan and align UX road-maps to achieve upcoming release goals.

Advisor, Creatives and User Experience

SankalpTaru Foundation

Mar 2012 - Jun 2013 (1 year 4 months)

SankalpTaru is a Tree Plantation and Rural Livelihood Support Program. It is a Social Network of Trees, where you plant trees online, tag wishes to them and stay connected with them through GPS and other social technologies. I have been involved in designing an Online Portal for Tree Plantations, with features such as: Selection of Plantation Sites, Tagging the Saplings, ECOde Management, Tree Profiles, CSR-Microsites, Watering Friend's Trees, Carbon Footprint, Retail Card for ECOde, Wishy and Branding to name a few.

Research Intern

Technische Universität Wien

May 2012 - Jul 2012 (3 months)

Mainly worked as a Usability Engineer on Android platform. It was a very great experience working with people from different cultures, understanding their needs and their usage of technology. I learnt how a cross-cultural professional team works and putting subjective Usability Testing into practice was very insightful.

Product Design Lead

Jaxl

Aug 2011 - Mar 2012 (8 months)

Jaxl started in summer of 2010 with a vision of providing a real-time PUSH transport for applications over cloud which works across all platforms. JAXL platform is an XMPP abstraction, which provides Real-time App Development Platform As A Service (PAAS). Frontend API's were supported in javascript language while backend API's can be written in any programming language.

Design Advisor

TechStratus Solutions

Dec 2011 - Dec 2011 (1 month)

TechStratus is a company which provides a wide range of Design Solutions. During my intern as a Web Designer for the company, I have designed the website of HoneyBadger Home Shield Pvt. Ltd., a company which provides services related to property, like electrical services, carpentry, plumbing, decorating, bathrooms, kitchens, interiors, gardening, carpet cleaning, oven steam clean, drain clearance, laminate/wooden floors, small removals.

UI/UX Designer

IBEE Hosting

May 2011 - Jul 2011 (3 months)

Internship at IBEE was my first industrial experience, wherein i have learnt a lot about the industry. I was part of the web design and graphics team as well as the mobile application development team. During my tenure here, I have worked on 2 Mobile Apps as well as 6 websites. Working with different teams and mentors proved to be very useful for me as I got to learn immensely in their respective fields.

Education

Indian Institute of Technology, Guwahati

Bachelor of Design, Human Computer Interaction

2009 - 2013

Narayana Junior College

Intermediate Education, Mathematics, Physics, Chemistry

2007 - 2009

Honors & Awards

Winner, Hyderabad Urban Hackathon, XI Metropolis World Congress - Govt. of Telangana, GHMC and ISB

Oct 2014

Designed and prototyped an application called Aasha, a central pedophile registry integrated with Aadhaar for eradicating child sexual abuse at schools and educational institutions.

Winner, Samsung "Splash India on TV" Contest - Samsung India Software Operations

Jan 2012

Won prizes for two applications (2 among top 20 across India), 'Chessdom' & 'Hackando'. Both applications were interactive games, designed under the hardware constraints of a Samsung Smart TV.

Pratibha Scholarship - Government of Andhra Pradesh

Jul 2010

Awarded Pratibha Scholarship for excelling performance in Intermediate Education.

Skills

Interaction Design • Human-computer Interaction • User-centered Design • Heuristic Evaluation • HTML • Information Architecture • Product Design • C++ • Photoshop • CSS