

# KARAN VIEGAS

Product expert & musician with ~7 years of experience in product management & design

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## EXPERIENCE

**Spotify** | Audio Streaming

New York, NY  
Dec 2021 – Mar 2024

### Product Manager II

- Led the Spotify for Business platform from 0 to 1 over a multi-quarter MVP roadmap, enabling creators & businesses to have a unique identity, onboard their teams, share assets, create partnerships, unify billing & reporting across the Spotify ecosystem (Ad Studio, Spotify for Podcasters, Spotify for Artists)
- Redesigned the Ad Studio onboarding experience: ran A/B experiments to increase account creation rate by 97% on mobile, 49% on desktop; reduce time from 4m to 2.2s on mobile; increase activation rate by 19.1pp
- Designed & built Creator Pages by activating song credits for non-artist creators, to unlock collaboration, discovery funnels & fairer compensation
- Led a squad of 10+ developers, introduced and led Agile sprint ceremonies
- High XFN collaboration & stakeholder management with Engineering, Design, User Research, Data Science, Legal, Product Marketing, Finance, VPs
- Defined vision, strategy briefs, roadmaps, PRDs, rollout plan, quarterly plans

**Oracle (Moat)** | Advertising Technology

New York, NY  
Aug 2018 – Dec 2021

### Product Manager

- Launched a unified suite of self-service & internal ad ops & reporting tools for the Moat Analytics platform. Increased self-service usage from ~15% to >60%, saved ~4FTE/week admin time & cut risk significantly
- Shipped a labeler tool to enable more flexible reporting and clear \$12MM+ of outstanding revenue from customers
- Owned and iterated on the in-app user documentation feature
- Built adoption & usage dashboards using PostgreSQL and Google Analytics

**Grapeshot (Acqd by Oracle)** | Advertising Technology

New York, NY  
June 2017 – July 2018

### Product Strategy Associate

- Conducted research (desk, quantitative, qualitative) on the global App, Video and Advanced TV markets to build narratives for investment & partnerships
- Led partnership conversations with image recognition vendors
- Worked with Creative Director on internal and external branding initiatives

**Columbia University** | Strategy Consulting

New York, NY  
Sep 2016 – May 2017

### Part-Time Consultant

- ApexIvy (South-Korean education consultancy):**  
Led team of 8 to conduct competitive analysis, interviews & surveys of 600+ students, to drive product / marketing strategy recommendations
- Louis Vuitton:**  
Ran user research studies and designed a high-fidelity prototype of a web-based collaboration tool that was adopted by the Supply Chain department

**Team Eco Titans** | Automotive

Vellore, India  
Jan 2014 – May 2015

### Product Designer

- Designed 3D CAD models, conducted fluid flow simulations & fabricated a 'super-mileage' vehicle using advanced materials like carbon fiber, to achieve a mileage of 340mpg for the Shell EcoMarathon Asia (Philippines, 2015)

## EDUCATION

**Columbia University**

MS in Management Science & Engineering

Courses in management & data science

New York, NY  
Sep 2016 – Dec 2017

**VIT University**

B. Tech in Mechanical Engineering

Vellore, India  
July 2012 – May 2016

## SKILLS

User Experience

Figma, Balsamiq, Sketch, InVision, Wireframing, Prototyping, IA, Design Systems, Journey Maps, Gestalt Principles, Accessibility ●●●●○

Documentation

JIRA, Confluence, Aha, Notion ●●●●●

Data & Analysis

Excel, Google Analytics, SQL, SPSS, Tableau, Salesforce ●●●●○

Creative Tools

Logic Pro, Photoshop, Illustrator, Premiere Pro ●●●○●

3D Design

Solidworks, AutoCAD, Keyshot ●●●●○

## LANGUAGES

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English

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Hindi

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German

## ACHIEVEMENTS



Completed Google UX Design Certificate (2023)



Certified Agile PO/PM (SAFe)  
Certified Professional Scrum Master I (SCRUM Alliance)



Marketing Consultant for Chamber Orchestra of Philadelphia at Columbia Business School



2 Special Achievers' Awards, Merit Scholarship at VIT University



2 Research Publications in Aerodynamics

## OTHER ACTIVITIES



**Music**

Composer, Producer.  
Certified Grade 8 Piano  
Film Scorer

Karan Viegas  
Trinity College London  
VIT Film Society



**Volunteering**

English Teacher  
Volunteer

Make A Difference  
The Energy & Resources Institute



**Leadership**

Corporate Relations Chair  
Graduate Ambassador

Columbia Engineering Energy Club  
Columbia IEOR Department