

KARAN VIEGAS

3333 BROADWAY, APT B11D, NEW YORK, NY 10031
KARAN.VIEGAS@GMAIL.COM • 929-216-6851 • [LINKEDIN](#)

Product expert with ~7 years of experience in product management & design; academic background in engineering, design & data

EXPERIENCE

Spotify | Audio Streaming

New York, NY
Dec 2021 - Present

Product Manager II

- Built the Spotify for Business platform from 0 to 1 over a multi-quarter MVP roadmap, to enable creators & businesses to onboard their teams, share assets, build partnerships, unify billing & reporting across all Spotify applications including Ad Studio, Spotify for Artists, Spotify for Podcasters
- Launched new Ad Studio signup flow, increased account creation (rate by 97% on mobile & by 49% on desktop; time from 4m to 2.2s on mobile)
- 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: led & participated in design crits, user research, user journey mapping, competitor audits with Design, UR, Data Science etc.
- Defined vision, strategy brief, roadmaps, PRDs, rollout plan

Oracle (Moat) | Advertising Technology

New York, NY
Aug 2018 - Dec 2021

Product Manager

- Built 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 reports 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

- *Apexlvy (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 data analytics and management

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, R ●●●●○

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)



2 Special Achievers' Awards, Merit Scholarship at VIT University



2 Research Publications in Aerodynamics



Marketing Consultant for Chamber Orchestra of Philadelphia at Columbia Business School

OTHER ACTIVITIES

🎵 Music

Composer, Producer, Instrumentalist
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