



AJAY K KOTHAPALLI

Principal Product Designer II



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☒ 14 Years of Experience ☒ B2B SaaS ☒ AI Design ☒ Gaming Product Design

☒ IC and Team Management ☒ Available Immediately

☒ WORK EXPERIENCE

- Skillsoft**
(Consulting)
Sep 2025 -Till date
Principal Product Designer
Working on EdTech Gamification and AI initiatives. Worked on XP (experience points). Now, working on AI for EdTech enabling learners, Managers and admins to get relevant things.
- Monarc Ent**
Sep 2023 -Aug 2025
Co-Founder
Build a RMG Battle Royale game called **Unstoppable** and scaled it to 50K+ Downloads. I was involved in designing, building the game and looking after product metrics.
- MPL**
Oct 2021 - Sep 2023
Principal Product Designer I
Leading the entire Rummy and Call break pod's design. We have increased the D7 retention from 25% to 37.7% by changing user behaviour which increased CM1 from 75L to 1CR everyday. I was Managing(40%) and doing IC(60%) at the same time.
- MoEngage**
Jul 2019 - Sep 2021
Principal Product Designer
I have managed the team, been Involved in hiring, and solved various design problems myself. Was involved in building team, design evangelism, Building design system. Our Design has decreased the churn rate by 1.5x.
- Moonfrog Labs**
Oct 2018 - Jul 2019
Sr Game UX Designer
Driving the entire TPG game experience. Empathizing with players, understanding the behaviours through research and increased new user cricket betting conversion by 2x.
- Zeotap**
Apr 2017 - Oct 2018
Principal UX Designer
Driving the entire Zeotap experience from scratch and working with big data designing all the products from Research to user testing keeping User-Centred Design as core.
- Kaybus**
Dec 2015 - Apr 2017
UX Designer
Worked on recommendations and understanding user behaviour through research. Worked on widget management.
- Realty Redefined**
Dec 2014 - Nov 2015
Sr UX/UI Designer
Designed android app from requirement level to Prototyping. Redesigned CRM maintaining UI consistency and brought research insights by talking to real estate agents
- Mahathi Software**
(Contract)
Feb 2014 - Nov 2014
UX Designer
Worked on UX and UI designing of healthcare apps. Done prototyping, of administrator Dashboards and patient discharge applications. Increased Patient conversion on the app
- Google, Serco**
(Contract)
Mar 2013 - Jan 2014
UX Designer
Wireframed a user profile page that displayed Map data more simply and elegantly by understanding user pain points through research.

☒ EDUCATION

- Msc**
2009 - 2010
Bio-technology
University of East London, London
- B.tech**
2004 - 2008
IBT
Bharath universtiy, Chennai