

K V KETAN

Human-AI Interaction | Platform UX | Systems Design
Games & Simulation | Org Design + AI Transformation

WAYGROUND | Head of Design *Sep '25 - Present*

- Leading design for dashboards, reports, and learning games used by 75M+ teachers, admins, and students globally
- Stabilized and re-structured the design team; rebuilt trust and delivery cadence
- Partnered with leadership to shift focus from net-new features to systemic, accumulated user pain points as a core product theme

SOUTH PARK COMMONS | Explorer *Jan '25 - Sep '25*

- Explored 0→1 AI-native product ideas across design, games, and human-AI interaction
- Built an agentic system to generate hundreds of culturally grounded AI characters for dating and social interaction
- Built an Android launcher (Kotlin) using instruct-models to automate complex user tasks
- Prototyped a cognitive training and support app for senior citizens building trust, clarity, and conversational UX

MOBILE PREMIER LEAGUE | Head of Design *Aug'20 - Nov'24*

- Led design for the real-money gaming and interactive platform with 6M+ DAU across India, US, Brazil, and Nigeria
- Built and scaled a 25+ member multidisciplinary org (Product Design, Game Design, Tech Art, Animation), establishing in-house art, design and engineering capabilities
- Led a generative-AI transformation of content and asset pipelines, reducing production time by ~90%
- Established design observability frameworks to measure real-world experience, performance, and funnels
- Regularly partnered with executive leadership on strategy, risk and trust in a regulated-adjacent ecosystem

SUMOLOGIC | UX Lead, Platform *Jun '18 - Jul '20*

- Led UX for a large-scale enterprise observability platform used by engineering and operations teams
- Designed schema-driven UI frameworks that generated interfaces directly from APIs
- Trained global design teams on system architecture, data flows, and operational constraints
- Established hiring and evaluation process for designers

 Bachelor in Design (2013)
Indian Institute of Technology Guwahati

 +91 - 888 490 7682

 ketan3692@gmail.com

 Bengaluru, India

 [LinkedIn Profile](#)

TALKS + PUBLICATIONS

- Why Designers Must Play More Games! [\[link\]](#)
Salesforce Design Days 2024
- Pixel to Prototype: Create with Emotion, Build for Joy
Product (Un)Conference 2024
- Generating and evaluating design attributes for service design [\[link\]](#)
Design for All, Vol 8, No. 3, Mar 2013
- A Persuasive Game for Social Development of Children in Indian Cultural Context-A Human Computer Interaction design approach [\[link\]](#)
4th Int'l Conf. Intelligent Human Computer Interaction, 2012

	TOTALITY CORP Lead, UX and Games <i>Oct '17 - May '18</i>	AWARDS+ACHIEVEMENTS • Dev+Design, Wordle for US MPL, 2022 (by self in 48h) [link] • First Place - 3000\$ Sumo Hack, 2018 • First Place - 6000\$ Hikeathon, 2015 [link]
	• Envisioned and architected MGPL - India's first real-money casual gaming platform • Shaped the foundational mechanics of India's casual RMG category, defining how RMG platforms operate today • Originated platform constructs including tournament formats, leaderboards, bonus currency, loyalty systems, and matchmaking and skill balancing logic • Led designers and artists shaping both the platform and game experiences	
	HIKE MESSENGER UX Research Lead <i>Dec '16 - Oct '17</i>	INTERESTS + HOBBIES • Game Development • Technology and Gadgets • PCB and Circuit Design • DIY Mechanical Keyboards • Cinematography • Cycling
	• Built from the ground-up UX processes and expanded to a 5-member UX research team • Conducted 500+ user interviews across 30+ studies pan-India • Established rapid usability testing as a default practice across product teams	
	TINY MOGUL GAMES Game Designer <i>May '15 - Nov '16</i>	
	• Creative lead for the world's first portrait-oriented Teen Patti for Hike Messenger. Directed a cross-functional team of artists, designers, and engineers • Designed core game systems and built Unity prototypes for progression mechanics, quests, and in-game economy • Collaborated with HalfBrick on a potential game partnership	
	CLARICE TECH Interaction Designer <i>Jul '13 - Jan '15</i>	
	• Conceptualized end-to-end remote tracking & telematics solutions, Business Intelligence software and CRMs.	
	IIT GUWAHATI Lead Placement Coordinator <i>Jan '12 - May '13</i>	
	• Coordinated placements for 40+ students achieving 100% placement success	
	HANYANG UNIVERSITY Research Intern <i>May '12 - Jul '12</i>	
	• Developed an experiment studying concentration of UAV pilots using real-time data from Microsoft Flight Simulator.	
	HURIX DIGITAL Intern <i>May '11 - Jul '11</i>	
	• Designed interfaces to teach geometry using Interactive Whiteboard. Directed game art to support middle school curriculum.	