



**RHYTHM  
AGARWAL**  
PRODUCT DESIGNER

412 499 0701

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## WHY ME?

I am a Designer who cares about what, why and how we should build a product. While the 'whys' come naturally to me, I have learned the 'whats' and the 'hows' by being in the design field for 7 years. I have over 4 years of industry experience designing impactful products for Mobile and Web platforms. Above all, I believe in continuous learning and thus value the iterative nature of design.

## EXPERIENCE (4+ YEARS)

### LUTRON

**UX Designer | Oct'16 - Present**

- Played a key role in designing Lutron's smart home automation system and the mobile apps(both iOS and Android) for Caseta and Ra2 Select.
- Led a group of designers and developers that focused on enhancing the usability and adding delight to Lutron mobile apps through motion design.

### INMOBI

**UX Designer | Jul'13 - Jul'15**

- Reimagined and designed InMobi's campaign creation web portal to reduce drop off rates to ~2% from ~40% and reducing campaign creation times by ~40%.
- Designed immersive ad experiences and discovery zones for InMobi's disruptive mobile ad platform- Miip.

## CLIENT WORK & INTERNSHIPS

**Zazzle, Project Design Lead | Jan'16 - Aug'16**

Designed an iOS app for a service that helps people appreciate their relationships through active reminiscing and personalized gift-giving.

**HES-SO, Design Intern | May'12 - Jul'12**

Designed concepts for a Predictive Information System that enabled users to reduce their electricity consumption.

**GCC, Design Intern | May'11 - Jul'11**

Designed a logo for a renowned client while working with India's pioneer identity designers Mr. Sudharshan Dheer.

## PORTFOLIO

[www.rhythmagarwal.com](http://www.rhythmagarwal.com)

## LINKEDIN

[linkedin.com/in/rhythmagarwal](https://linkedin.com/in/rhythmagarwal)

## EDUCATION

### MS IN HCI

**Carnegie Mellon University**

Aug'15 - Aug'16

GPA: 4.1/4.3

### BACHELOR OF DESIGN

**IIT Guwahati**

Jul'09 - May'13

GPA: 8.1/10

## SKILLS

Ideation/Whiteboarding  
Storyboarding  
Journey Mapping  
Wireframing  
UI Design  
Motion Design  
Prototyping  
User Research Methods

## TOOLS

Sketch  
Adobe Suite  
Principle  
Flinto  
Framer  
Invision