



**RHYTHM
AGARWAL**
PRODUCT DESIGNER

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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 understand that the most important task I have is to design with responsibility.

Above all, I believe in continuous learning and thus value the iterative nature of design.

EXPERIENCE

LUTRON

UX Designer | Oct'16 - Present

- Played a key role in designing the user experience of Lutron's smart home automation system and mobile apps - Caseta and Ra2 Select
- Led a working group of designers and developers that focused on enhancing the usability of Lutron digital apps by using motion design.

INMOBI

UX Designer | Jul'13 - Jul'15

- Reimagined and designed InMobi's campaign creation flow 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 a conceptual service that allows people to 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 the logo for a renowned client while working with India's pioneer identity designers Mr. Sudharshan Dheer.

PORTFOLIO

www.rhythmagarwal.com

LINKEDIN

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