RHYTHM AGARWAL

PRODUCT UX DESIGNER

Bethlehem, PA

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WHY ME?

I am a UX Designer who cares equally about why we should build, what we should build and how we should build it. While the 'whys' come naturally to me, I have learnt 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. I know the importance of collaboration and having diverse views while designing. Above all, I believe in continuous learning and therefore value the iterative and lean nature of design.

PORTFOLIO

www.rhythmagarwal.com

LINKEDIN

linkedin.com/in/rhythmagarwal

EXPERIENCE

LUTRON

UX Designer | Oct'16 - Present

- Redesigned the Lutron home automation mobile apps - Caseta, Ra2 Select and Connect.
- 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

- Redesigned InMobi's campaign creation flow to reduce drop off rates to ~2% from ~40% and reducing campaign creation times by ~40%
- Designed immersive experiences for travel inspiration and discovery on InMobi's disruptive mobile platform- Miip

CLIENT WORK & INTERNSHIPS

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

Design the future vision of Zazzle as a lifestyle brand that provides personalized experiences to its users.

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.

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