

KARTHIK RAO

Full-stack product designer with a background in engineering

12+ years of experience in product design, from strategy to implementation through user research, interaction design, usability testing and web development.

<https://karthikrao.in/character>

me@karthikrao.in

(541) 977 1607

Palo Alto, CA

See how I would improve Character AI's user adoption and retention → <https://karthikrao.in/character>

PROFESSIONAL EXPERIENCE



Senior Product Designer - AI & Advanced Services at VMware Inc.

August 2018 to Present / Palo Alto, CA

Defined the vision, goals and strategy for VMware Genie: an AI-powered chatbot built to provide remote IT support and instantly answer employee questions related to HR, Finance and other administrative policies through chat conversations. Expected to serve \$2.3M in revenue & 15% reduction in dependency on human support agents.

Designed and tested the conversational UI used by ~40,000 employees to interact with Genie. This web widget facilitates ~3,000 conversations per week, provides context-relevant suggestions and seamlessly transfers to a human agent when necessary.

Conducted user research through focus groups and interviews to understand challenges faced by domain experts in managing the knowledge bases that is used to train Genie. One of the major insights was that the existing UI did not match the user's mental model and the admin platform needed a redesign.

Designed 36+ high-fidelity mockups and interactive prototypes for Genie Support Console: the redesigned admin platform enabling domain experts to create Genie-powered chatbots, manage knowledge bases with 10,000+ questions, create conversational workflows and view usage analytics for their chatbot.

Created custom design system components to supplement VMware's Clarity design system. These custom components leverage Figma's capabilities such as Auto Layout and Variants, making them easily re-usable and scalable, enabling rapid creation of mockups and prototypes.

Designed a node-based conversation builder that is used to convert complex workflows into a Q&A-based conversation, guided by Genie, to help employees arrive at a solution specific to their needs. For example, Genie can advise sales representatives on which SKU to sell to a customer by asking questions about their existing environment & install base.



UX Designer at Juniper Networks

June 2015 to August 2018 / Sunnyvale, CA



Interaction Designer & Web Developer at Uberics Consulting

November 2011 to July 2014 / Bangalore, India



Interaction Designer & Web Developer at Netbramha Studios

July 2010 to November 2011 / Bangalore, India

EDUCATION

Master of Science

Human-Computer Interaction

Indiana University

May 2016

Bachelor of Engineering

Information Science & Engineering

VTU, India

July 2010

SKILLS & TOOLS

Interaction Design

Visual Design

Prototyping

Usability Testing

User Interviews

Contextual Inquiries

Focus Groups

Surveys

Heuristic Evaluations

HTML

CSS

Javascript

SwiftUI

Figma

Adobe Creative Suite

XCode