

# KARTHIK RAO

Full-stack product designer specializing in AI-powered enterprise apps

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

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(541) 977 1607

Palo Alto, CA

## PROFESSIONAL EXPERIENCE



### Senior Product Designer - Private AI Services at VMware Inc.

August 2018 to Present / Palo Alto, CA

**Private AI Model Gallery:** Responsible for the end-to-end UX to enable Fortune 500 companies to deploy and manage LLMs on-prem. Collaborated with PMs and engineering leads to define product requirements for an internal Hugging Face-like experience for enterprises. Designed, tested and delivered UI and design specs to engineering.

**Private AI Model Evaluation:** Collaborating with PMs and ML Engineers to define the vision & requirements for Private AI's model evaluation platform: enabling enterprises to evaluate LLMs using statistical methods or LLM-as-a-judge, building custom test cases and datasets, defining custom metrics and monitoring results through an evaluation dashboard in a secure, private on-premise environment.

**VCF Intelligent Assist: an AI copilot for VMware Cloud Foundation.** Collaborating with PMs to define strategy and roadmap. Creating design concepts to illustrate the vision to executives & stakeholders. Conducting hands-on testing and research into AI agents to bring agentic capabilities to VCF.

**Lead Designer & Product Manager for VMware Genie Support Console.** Defined the vision for Genie Support Console to save \$2.3M in operational costs and handle ~20% of customer support requests. Presented strategy to leadership, conducted research to identify user needs and designed pixel-perfect mockups for hand-off to engineers.



### 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

Python

Figma

Adobe Creative Suite

XCode

VSCode

Cursor

## FEATURED PROJECT



### Agentyc for macOS

Solo designer & developer

 [View Website](#)

**Agentyc is a zero-code AI agent playground for macOS.** It empowers non-technical users to experiment with AI agents, models and tools locally on their Mac without writing a single line of code. Powered by Microsoft AutoGen for agent orchestration.