KARTHIK
RAO

Full-stack product designer with a background in engineering

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

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PROFESSIONAL EXPERIENCE

Senior UX Designer 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.

Partnered closely with the engineering lead and developers to bring Genie's designs to life, provided production-ready HTML, CSS and JS when required.

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
Design Critique

User Interviews
Contextual Inquiries
Focus Groups
Surveys
Heuristic Evaluations

HTML
CSS
Javascript
SwiftUI

Figma
Adobe Creative Suite
VS Code
Miro
XCode