

KARTHIK RAO

Product designer + developer 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/app 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.

VMware Genie: an AI-powered chatbot for employees. Conducted user research to identify employee and admin needs. Designed responsive and accessibility-compliant UI for the chatbot. Genie served ~20,000 support tickets per month with a deflection rate averaging ~20%, significantly reducing burden on human agents.



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.