Karthik Rao

Full-stack designer with an engineering background

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10+ YEARS IN THE INDUSTRY

Senior UX Designer at VMware Inc.

August 2018 to Present | Large Enterprise

Responsible for the end-to-end UX of more than 10 internal web and mobile applications used daily by ~40,000 employees globally. Collaborate with business stakeholders & PMs to influence product strategy, engage UX Researchers to understand employee needs & challenges, design mockups & test prototypes before partnering with engineers to bring the concepts to life - as demonstrated in the following examples:

- **Oasis Store:** In partnership with the IT hardware team, evaluated & quantified the shortcomings of employees using a ticketing system to order hardware, influenced the business decision to replace it with an online store for which I crafted & coded the storefront interface. Oasis Store provides a consumer-grade online shopping experience for employees, has processed more than $3.5 million in orders, has saved 350+ work hours and more than $250,000+ for the hardware team since September 2021.

- **VMware Genie:** Designed scalable and re-usable UI building blocks to enable text conversations with VMware's homegrown AI chatbot. Regularly act as a consultant for teams across engineering, HR, legal etc to construct conversation flows for their domain-specific chat channel. Created interactive prototypes for testing and socializing among stakeholders. The chatbot handles ~3,500 conversations per week and reduces dependency on human agents by ~10%.

- **VMware Source:** Led a team of 3 designers for VMware's intranet platform. Self-initiated the overhaul of the CMS backend to make content creation modular & intuitive for authors. Presented the vision to service owner and PMs to get buy-in. Laid the foundation for a design system that will scale easily to manage different content types & administrative functionality. Redesigned the intranet homepage (1 million+ views) to be more engaging and productive.

- **Event Management Portal:** Led the research and initial design of an internal event management portal which provides a simplified interface for event organizers to request & track services and enables service providers (such as A/V, security, janitors etc) to manage and tailor their services & chargebacks based on location and type of event. This portal has reduced operations time for the events team by 50% and saved $132,000 annually since 2019.

Currently, I am responsible for the CRM tool design and strategy for improving the sales experience for VMware's ~12,000-member sales organization. I also act as a mentor for junior designers and interns.

UX Designer at Juniper Networks

June 2015 to August 2018 | Large Enterprise

- Transformed the enterprise search interface to allow Juniper's employees to easily find documents, policies and colleauge information easily.

- Built a design system to ensure consistency across applications and to make developers more efficient.

- Designed a proof-of-concept application to facilitate data-driven decisions about resource allocation based on usage across the company's campuses.

- Conducted a heuristic evaluation and proposed a redesign of the company's employee directory.

Interaction Designer & Front-End Developer at Uberics Consulting

November 2011 to July 2014 | 10-person Startup

- Led the design of Uberics' marketing platform across 3 major areas: Marketing, Support and Retail.

- Responsible for the interface of all web, smartphone and tablet applications - from wireframes to visual design to front-end development.

Interaction Designer & Front-End Developer at Netbramha Studios

July 2010 to November 2011 | 3-person Design Agency

- Designed and developed websites & interfaces for 20+ clients such as Cisco India and EKA Plus.

- Created wireframes and developed the web interface of 2 large-scale applications - a social network for doctors and a knowledge base for lawyers.

EDUCATION

Master of Science
Human-Computer Interaction
Indiana University
May 2016

Bachelor of Engineering
Information Science & Engineering
VTU, India
July 2010

SKILLSET

User Research
User Interviews
Contextual Inquiry
Focus Groups
Surveys
Heuristic Evaluation

Design
Wireframes
Prototyping
High-fidelity mockups
Visual Design
Usability Testing
Design Critique

Tools
Figma
Adobe Creative Suite
Atom
Miro
XCode

Coding
HTML
CSS
Javascript
Magento
Wordpress
Objective C (iOS)