

# KARTHIK RAO

**Full-stack Product Designer with a background in engineering**  
10+ years of experience leading product design, from strategy to implementation  
through user research, mockups, testing and web development

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Palo Alto, CA

## PROFESSIONAL EXPERIENCE



### Senior UX Designer at VMware Inc.

August 2018 to Present / Palo Alto, CA

Designing a support platform that empowers SMEs to create chatbots, craft conversational workflows, and maintain knowledge bases, reducing dependency on human support by 15% leading to \$2.3M in projected savings.

Played the integral role of UX Lead for revamping the hardware ordering system for employees, resulting in \$250K+ savings for VMware's hardware team and processing more than \$5M in orders.

Led a team of 3 designers to improve VMware's employee communications portal, created a custom design system to make the CMS backend more intuitive & modular, redesigned the intranet homepage (1M+ views annually) with a focus on accessibility.

Designed an event management portal, reducing operations time by 50% and saving \$132,000 annually since 2019.



### UX Designer at Juniper Networks

June 2015 to August 2018 / Sunnyvale, CA

As the first design hire within Juniper IT, evangelized importance of UX and design in the application development process.

Introduced a user-focused design approach for new and legacy IT application development, provided production-ready HTML and CSS code to web developers.

Created a design system from the ground up to ensure consistency across apps and make developers more efficient.



### Interaction Designer & Web Developer at Uberics Consulting

November 2011 to July 2014 / Bangalore, India

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

Responsible for the interface all web and mobile apps - from wireframes to visual design and front-end development



### Interaction Designer & Web Developer at NetBramha Studios

July 2010 to November 2011 / Bangalore, India

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

Created wireframes, visual design and developed the UI for 2 large-scale apps: 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

## SKILLS & TOOLS

Interaction Design

Visual Design

Prototyping

Usability Testing

Design Critique

User Interviews

Contextual Inquiries

Focus Groups

Surveys

Heuristic Evaluations

HTML

CSS

Javascript

Figma

Adobe Creative Suite

UserZoom

Atom

Miro

XCode