

KARTHIK RAO

Full-stack product designer specializing in AI-driven experiences
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 at VMware Inc.

August 2018 to Present / Palo Alto, CA

Lead Designer for 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 serves ~20,000 support tickets and month with a deflection rate averaging ~20%, reducing burden on human agents.

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

Lead Designer for 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 & User Researcher for VMware Oasis Store. Partnered with the IT hardware team to evaluate & quantify the shortcomings of employees using a ticketing system to order hardware. Influenced the business decision to replace it with an online store which provides a consumer-grade online shopping experience for employees. Resulting in more than \$3.5 million in orders, saving 350+ work hours and more than \$250,000+ for the hardware team since September 2021.

Private AI Model Runtime & Observability: Collaborated with ML Engineers to define the vision & requirements for Private AI's Model Runtime & Observability platform. Designed an intuitive UI for developers to deploy model inference endpoints efficiently. Mapped out metrics for tracking and designed an interactive dashboard to observe model endpoint performance and resource consumption.

Private AI Model Evaluation: Researched and defined the vision & requirements for Private AI's model evaluation platform: enabling enterprises to evaluate LLMs using custom test cases and datasets, defining custom metrics and monitoring results in a dashboard.



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