

# 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

<https://karthikrao.in>

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(541) 977 1607

Palo Alto, CA

### PROFESSIONAL EXPERIENCE



#### Senior UX Designer at VMware Inc.

August 2018 to Present / Palo Alto, CA

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

Played the dual role of UX Advocate & Designer for replacing an outdated hardware ordering system for employees with a consumer-grade online store which has processed more than \$5M in orders and saved \$250K+ for VMware's hardware team.

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+ annual views) 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 product 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.

Led a team of 2 designers to create a design system from scratch, ensuring visual coherence and uniform interactions across applications, thereby streamlining the work of developers.



#### 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.

Designed and developed responsive web applications, supporting desktop, tablet and mobile devices. Built proof-of-concept mobile applications in Javascript using Titanium SDK.



#### 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.

Designed and developed the UI for 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