Karthik Rao
Experienced UX Designer

www.karthikrao.in
me@karthikrao.in
Palo Alto, CA

10+ YEARS OF WORK EXPERIENCE

Senior UX Designer at VMware Inc.
August 2018 to Present

- Currently leading the design and strategy for improving the sales experience for VMware's Sales team. In addition to enhancing the CRM tool to adapt to our needs, I have introduced the design process to the broader team, organized focus groups to gather feedback about the previous release and I'm now collaborating with the PM and research teams to define the future UX strategy.

- Conversational UI: crafted the interface and conversation flow for multiple chatbots within Engineering, HR, Legal and other domains. Consolidated multiple channels into a single interface to provide an single touchpoint.

- For the IT hardware team, I evaluated and quantified the shortcomings of using a ticketing system to order hardware. I crafted the UI of the Magento store which now provides a consumer-grade online shopping experience to all ~38,000 colleagues and resulting in $3.5 million in orders since September 2021.

- Previously, led the design team for VMware's intranet platform. Self-initiated the redesign of the CMS backend for the intranet website to make content creation modular & intuitive. Responsible for redesigning the intranet homepage (1 million annual views) to be more engaging to productive.

- I was also the lead designer for internal applications such as an events portal, loaner laptop reservation app and shuttle reservation & tracking application.

- I am a mentor for junior designers and interns in the team.

UX Designer at Juniper Networks
June 2016 to August 2018

- 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.

- Created wireframes, interactive prototypes and delivered production-ready front-end code for multiple internal applications.

Internship - UX Engineer at Juniper Networks
June 2015 to August 2015

- 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

Interaction Designer & Front-End Developer at Netbramha Studios
July 2010 to November 2011

EDUCATION

Master of Science
Human Computer Interaction
Indiana University, Bloomington
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
Visual Design
Usability Testing
Design Critique

Coding
HTML
CSS
Javascript
Magento
Wordpress
Objective C (iOS)

Tools
Figma
Adobe Creative Suite
Atom
XCode