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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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% and $2.3M in projected savings.

Played a dual role of UX Advocate & Designer for replacing an archaic 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+ 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 of visual design & interactions across apps, making developers more efficient in the process.

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.

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