

KARTHIK RAO

Full-stack product designer with a background in engineering

13+ years of experience in product design, from strategy to implementation through user research, interaction design, usability testing and web/app development.

<https://karthikrao.in/citadel>

me@karthikrao.in

(541) 977 1607

Palo Alto, CA

PROFESSIONAL EXPERIENCE



Senior Product Designer - Private AI Services at VMware Inc.

August 2018 to Present / Palo Alto, CA

Lead designer for Model Gallery and Model Runtime services. Responsible for the end-to-end UX to enable enterprises to deploy and manage LLMs on-prem. Collaborating with PMs and engineering leads to define product requirements. Designing and testing UI mockups and facilitating seamless handoffs to the engineering team.

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 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.

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

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.

Lead designer for VMware Source: Led a team of 3 designers for VMware's intranet platform. Self-initiated the overhaul of the CMS backend to make content creation modular & intuitive for authors. Created a design system to manage different content types. Redesigned the intranet homepage (1 million+ views) to be more engaging and productive.



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