

# KETAKI RAO

User Experience Engineer

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## EXPERIENCE

### EduSense, Future Interfaces Group Lab      01/2020 - Present

UX Engineer • Research Assistant

- Redesign & development of a data visualizer tool to make debugging pipeline issues easier. Helped identify and solve 5+ issues.
- Prototyping visualizations for a user-centered ML based dashboard for teachers to view and assess their performance in order to aid their professional development.

### Pittsburgh Airport - MHC Capstone Project      01/2020 - 08/2020

UX Engineer • Product Designer

- Designed a solution to help the PIT Airport cope up with increasing no. of passengers & wait times. Found useful by 72% of the tested participants and is being integrated into the PIT Terminal Modernization Project.
- Prototyped the chat/SMS bot version of the above solution. Built reusable components for the solution website in accordance with the design system.

### LiveReach Media      07/2016 - 12/2018

Senior Software Engineer

- Led a team of 3 developers: task distribution, conducted code reviews, code optimization, deployment and integration.
- Designed Heatmaps and Path Analysis tools to visualize flow of people in an out-of-home setting scheduled to enter the market in 2019.

Front End Developer

- Developed a dashboard for customers to monitor out-of-home advertisement metrics which led to the onboarding of 2 major clients.
- Redesigned the existing platform which reduced the average onboarding time by 33% enabling the client to focus more on our analytics product.

## EDUCATION

### Carnegie Mellon University      08/2019-08/2020

MHCI, School of Computer Science, Pittsburgh, PA.

- Human AI Interaction
- User centered Research & Evaluation
- Data Visualization
- Voice Assistants

### MS Ramaiah Institute Of Technology      08/2011-08/2015

B.E. Computer Science, Bangalore, India.

- Machine Learning
- Engineering Design
- Cloud Computing
- Big Data & IoT

I am a UX Engineer with 5 years of industry experience in problem solving, software development and leadership. I have experience collaborating with developers, designers and the business, and balancing the requirements of all three.

## Design Skills

### Tools

Sketch/Figma, Illustrator, Photoshop, InDesign, After Effects, Dialogflow.

### Concepts

Interaction Design, Responsive Design, Low to High Fidelity Prototyping, Design Systems, Reusable Components, Information Architecture, Color Theory, Accessibility, Typography, Wireframing.

## Software Skills

### Front-end

Javascript, HTML, CSS, Sass, AngularJs, React, Redux, D3js, Git, Websockets.

### Server

Node, Express, REST, Python, GraphQL, SQL, MongoDB.

## Research/Strategy Skills

Ideation, Contextual Inquiry, Personas, Storyboarding, A/B Testing, Usability Testing, Product Management, Heuristic Evaluation, Written & spoken communication.

## Recognition

### ReHack, Princeton

Winners for the most Original Design Idea - Slanguage.

### Sequoia Hack

Best use of Amazon Alexa for smart wearables.

### SAP Lumira Challenge

First place at a national level data visualization challenge.

### Aspirations 2020

College champions at a competitive coding contest by Infosys.