

KETAKI RAO

Product Designer

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EXPERIENCE

Pittsburgh Airport - MHCI Capstone

01/2020 - Present

Product Designer · Product Manager

- 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 Transformed Terminal Modernization Project.
- Involved in the end-to-end UXR process which included observations, interviews, journey mapping, qualitative & quantitative data analysis etc.

EduSense, Future Interfaces Group Lab

01/2020 - Present

Product Designer · Research Assistant

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

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.
- Created 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
- Data Visualization
- User centered Research & Evaluation
- Conversational User Interfaces

MS Ramaiah Institute Of Technology

08/2011-08/2015

B.E. Computer Science, Bangalore, In.

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

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

Software Skills

Front-end

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

Server

Express, Node, Webpack, REST, Python, GraphQL, Nginx, Apache.

Database

MySQL, MongoDB, Firebase.

Research/Strategy Skills

Ideation, Contextual Inquiry, Rapid Prototyping, Usability Testing, Speed Dating, A/B Testing, Accessibility, Product Management, Written & spoken communication, Heuristic Evaluation.

Design Skills

Figma, Illustrator, Photoshop, InDesign, After Effects, ProtoPie, Dialogflow, Material Design, Interaction Design, Typography, Color Theory.

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.