

# RUTURAJ EKSAMBEKAR

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## WORK EXPERIENCE

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### Lucid Software, Senior UX Designer / Product Manager

Jul 2019 - Present

[Lucidscale](#) is a SaaS offering that helps solutions architects, cloud security providers, MSPs, consultants, cloud engineers, and support teams to automatically visualize their cloud environments from AWS, Azure and GCP. Involved from inception through recent product launch.

- Led cross-functional collaboration between Lucidscale Product-dev teams, Growth, Marketing, Sales and Platform teams to create a successful GTM and product launch which hit **125% of stretch sales goal** in year one.
- Leveraged deep customer knowledge obtained by conducting user research to influence Growth team to change Acquisition strategy that resulted in achieving **+5X of stretch goal (1000) for self-serve product trials** and increased quality sales leads in first quarter post launch.
- Collaborated closely with Lucidscale Group PM and Engineering Manager to create Product Vision, 3 year Strategy and directional Roadmap for all Lucidscale product teams. Collaborated on group level OKRs and owned the creation and execution of my team's OKRs.
- Led the Lucidscale Infrastructure team on a highly critical project involving multiple internal backend teams to **increase the product reliability from 82% to 99%** in one quarter.
- As the UX Product lead, **mentored and led 4 UX designers** across the Product org which resulted in UX never being a bottleneck running up to launch-push thereby contributing to a successful Product launch.
- Designed and led the implementation of our customer outreach program - Trusted Users Group with **100+ members** with a high level of participation that resulted in **20+ hours of monthly direct customer feedback**. This increased confidence in roadmap items for all 3 providers, enhanced strong relationships with customers and maximized the rate of learning for our product development teams.
- Completely owned the building and operations of a **Slack community for Lucidscale customers with 200+ members** to increase engagement and help customers get more out of our product. This also provided a new medium for recruiting and conducting user research. Resulted in **40% increased engagement and 100% renewal** from Cloud Insights (Lucidchart add-on) accounts to Lucidscale.
- Designed and managed implementation of end-to-end complex user flows for importing data from cloud providers into Lucidscale which resulted in changing the way data is managed in Lucid to **make data first-class citizen** and guide users to scalable data behavior.

### Georgia Institute of Technology, Graduate Research Assistant

Aug 2017 - May 2019

[CWK Data Dashboard](#) is a user-friendly tool designed to draw quantitative and qualitative data from publicly available sources and locally generated sources to document the history, conditions, issues, challenges, and achievements of Westside communities.

- Led the planning, redesign and development of various data visualizations in the Communities Who Know (CWK) data dashboard website which aimed at **empowering at-risk Westside Community members** in Atlanta to **help them make data backed arguments to influence local government legislation** in order to safeguard their communities from displacement and improve the quality of living.

### ADP Inc, UX Design Intern

May 2018 - Aug 2018

- Designed and validated end-to-end workflow and interactions for a completely new payroll processing experience for their flagship product with **70K+ customer companies**. Reduced cognitive load and increased confidence for payroll practitioners in the workflow which resulted in **30% reduction in customers calling ADP support** to confirm payroll changes, **saving ADP millions in support costs**.
- Remotely collaborated with PM, PO, Researchers, Designers and Developers across a geographically distributed team

### Clairvoyant acquired by EXL, Software Developer

Aug 2016 - Jun 2017

- Worked as a full-stack developer on an enterprise project for a major US health insurance company. It was a Java based project using Spring Boot, Kafka, Spock, MongoDB and Angular2 delivered following Agile development methodology.
- Collaborated heavily with Product Owner, Client Executives and Designers to deliver high quality solutions while working with a geographically distributed team across continents. **Delivered the project 3 months before the scheduled date** which resulted in the company **getting 2 additional big contract projects** and created a solid relationship with the client.

## EDUCATION

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### Georgia Institute of Technology

Masters of Science in **Human-Computer Interaction**

### Maharashtra Institute of Technology

Bachelors of Engineering in **Computer Engineering**

## SKILLS

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**Product:** Cross-functional collaboration, Defining KPIs and OKRs, Understanding of business and marketing, Design thinking, Data Analysis and Visualization, Usability & A/B Testing, Community building.

**Leadership:** Negotiation, Empathy, Resource Handling, Relationship Management, Team Collaboration, Clear and Concise Communication

**Research & Design:** User Interviews, Surveys, Contextual methods, Brainstorming, Affinity Mapping, Personas, Journey mapping, Storyboarding, Information Architecture, Prototyping, Information Visualization, Physical Prototyping.

**Technologies & more:** Figma, Jira, Lucid suite, Sketch, Balsamiq, Invision, Principle, Axure RP, Framer, Zeplin, Mural, Solidworks, HTML/CSS, JS, AngularJS, Android Studio, D3.js, Java, C++, Python, Arduino, Tableau and Cloud computing fundamentals - AWS, Azure & GCP.