CV - Shantanu C Rao

Personal Info.

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Experience: 24 years

[Portfolio Website](#)

[LinkedIn Profile](#)

Overview

Started my career with print design, moving into multimedia and then into UX. In my tenure so far, I have had opportunities to work on interaction design for physical product interfaces (Industrial design) & software applications (web & mobile)

Have worked in different geographies, remotely & onsite to deliver efficient design solutions, collaborating with customers, product & design teams. Have driven "Agile" UX solutions at a strategic & tactical level based on thorough research. I introduced "UX Debt" in 2016 while I was working for a product company.

Expertise

- Product Design
- UX Design
- Industrial Design
- Design Thinking
- User centered design
- Prototyping
- Product Vision
- Structural Design
- Enterprise Application
- Photography
- Music composing
- Light A/V production

All in a day's job:

- Creating experiences for Software and industrial Products
- Collaborating with business, users & product teams to bring product into realization.
- Building scalable UX framework for enterprise platforms & business apps
- Planning and strategizing agile UX delivery.
- Creating & Using Design systems & component libraries
- Interaction Design & Rapid prototyping/Visual interface design
- Facilitating research and translating insights into UX Solution

Domains of work experience:

- Travel and Hospitality
- Automobile industry
- Healthcare
- Business Intelligence apps
- Enterprise business apps
- Embedded systems
- Industrial design

Tools

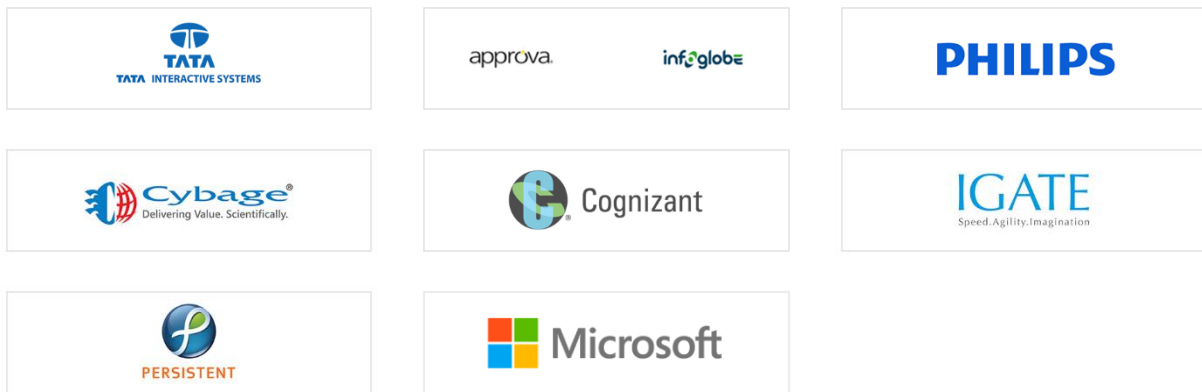|	
UI/Web	: Figma, Axure, InVision, XD, Dream Weaver, Fireworks, Flash
Multimedia	: Flash, Director
Graphics Design	: Photoshop, Corel, Illustrator
Office	: XL, Power Point, Word
Audio/Video	: Sound forge, Acid, FL Studio, Adobe Premiere

Serious Passions:

Photography:	Abstract Photography ([View](#))
Music:	Music composing, & arranging ([View](#))
Blog:	Interest in collectibles ([View](#))
Theater:	Acting, Directing (Theater), Writing

Academics

1999	Master of Design (M-Des)	IDC - IIT Powai (Mumbai)
1996	Applied Arts	Abhinav Kala Mahavidyalay Pune
1996	Basic Photography	Fergusson College Pune
1991	S.S.C	Seth Dagduram Katariya High School Pune

Organizations served:

Work experience details (24+ Years)

Microsoft Hyderabad *(Sr. Product Designer)*   (Jan 2018 – Till Date)

What I do @ Microsoft
Business
- Contribute/help organization and its leadership achieve their vision.
- Build enterprise business applications/products that help accomplish business goals & solve real world problems.
- Empathize with business to understand their approach towards the market.

Product
- Design enterprise product/Platform that empowers users to focus more on their core tasks, increase productivity and provides flexibility as per their specific role.
- Help product owners to envision an aspired state of a product which is always based on UCD.
- Build research led product design to ensure it achieves product and business goals.
- Advocate and practice usage of Design Systems.
- Resolve ambiguity & bring in clarity to help define product goals/road map.
- Facilitate & practice design thinking and inculcate design sensitivity in stake holders/partners & product teams.
- Follow a "Collaborative & Iterative" design process to achieve the success metrics.
- Prioritize "Design Delivery" in an "Agile" way to support the product release plan.

People
- Managing people's expectations and resolving frictions.
- Empathize with the tech teams to understand their approach towards building the product.
- Mentor designer to imbibe the right values as we work together towards our vision.
- Help recruit the right talent and orient them towards our business and instill company values.
- Boost team morale & motivate people to perform as per expectation.

Persistent Systems Pune *(Sr. Manager UX)*   (Mar 2015 to Dec 2017) 2y10m

What I did @ Persistent
- Strategizing UX solutions for web & mobile apps
- User research and discovery for business understanding.
- Onsite "Collaborative design workshops" for business requirement understanding with the stake holders.
- Interaction Design & delivery for UX solutions
- RFP responses – Creating Proof of Concept for the pre-sale activities.
- Strategizing UX approach for pre-sales activities/Estimations for proposals

Product Design
- Working with product company to create a complete UX solution for a new product launch.
  - Managing design team
  - Creating complete experience design from scratch
  - Working with engineering team for agile delivery
  - Creating Code ready component library

Agile Design Delivery
While working on this product I introduced "UX Debt" as a protocol into the existing agile process of shipping a product.

IGATE Global Pune *(Tech. Architect-UX)*   (Nov 2013 to Feb 2015) 1y4m

What I did @ IGATE
- Client connects for understanding project requirements
- Conducted workshops at Client location (UK, Hong Kong, China) as a part of UX solution (Discovery – Design – Deliver)
- Managing UX deliveries including Strategizing/ Interaction Design / Visual Interface design
- Expert reviews on existing applications/Comparative analysis
- Supervising Industrial design projects, Managing team and deliverables
- RFP responses – Creating estimates & Proof of Concept for UX solutions for the pre-sale activities.
- Defining roles and responsibilities for UX practice
- Creating Case studies in a story telling format/Creative writing

Ground up App
While working at IGATE, I got an opportunity to work on a business application ground-up for one of the world's leading "Thread" producing companies who wanted to get into the Zip space in fashion industry. This application was going to replace a non-digital business process.

Career break - Family priorities

(Jun 2012 to Oct 2013) 1y5m

Why the break?
Moved to UK as a dependent with my wife and son. It was a great boost for my wife's career. My son was 5 years, hence I decided to be a home maker for this period. While I was at it, I kept on working my passions.

- Learnt Music Programming, Created Music
- Abstract Photography
- Documented my work - my folio (www.simplitude.in)

Cognizant Pune *(Sr. Manager)*

1 Week

I joined Cognizant Pune but before I started any work, my wife got an opportunity through her org, to move to UK, and I decided to give up my job. I was offered an opportunity to consider joining the UK branch, but it was not practical for both of us to work due to our son.

Cybage Software Pune *(Sr. Manager UX)*

(May 2008 to Jun 2012) 4y2m

What I did @ Cybage
- UX solutions Design & Delivery
- Design management - Handling multiple teams of designers & Front-end developers
- Client facing activities, Requirement gathering, Estimation, , Resource management
- Contributing to RFPs, Presales activities, Client presentations
- Setting best practices & process optimization
- "Hands on" Interaction Design, Visual Interface
- Visual QA, Usability reviews

Setting up teams
Helped the org. to put together the Visual Communication team, and contributed to various projects which involved Branding & Corporate Identity, Creative writing, Photography for Mar-Com material

Automation & Processes optimization
Developed utility to help improve productivity of the engineering team & Designers.
Developed a UX delivery protocol for shipping out design concepts to the customer.

Philips Design *(Sr. Interaction Designer)*

(Apr 2004 to Apr 2008) 4y

What I did @ Philips Design
Interaction Design for On-screen displays for electronic products like

- Feature Phones
- Desktop Applications

- Media Players
- DVD players

- LCD TVs & Panels
- Set top boxes

Interaction Design - Industrial design projects

- Food processor
- MP3 players

- Induction cooker

- Water purifier

Digital Media design

- Product Web campaign

- Product simulation on PC

- A/V presentations for product features

- Sound/Audio Design for product interactions

- Animations and motion design

Patient Nomination

Process automation for providing "Design Specifications" to the embedded system team to put together UI for consumer electronics. This was a proactive initiative which was adopted by Philips global design teams breaking a 15-year-old process increasing the productivity of design team by 50%

PC Simulation instead of Electronics for competition analysis

Saving loads of Euros for Philips by providing them with an alternative to test product Usability using PC simulations. The usual way was to build several versions of internal electronics till you got it right. With PC simulation, all that effort was avoided with software code modification.

Approva Systems Pvt. Ltd. *(GUI Designer)* (Nov 2003 to Mar 2004) 5m

Creating GUI for new features for the product which was based on SAP platform.
Generate mockups and further convert them into HTML prototype using CSS

Dynamic Installation wizard

Created an installation wizard which would be updated and published without re-compiling the exe file. It changed the menu with just an external .txt file. Also introduced a window-less design for the wizard.

Freelancing (July - Oct 2003) 4m

- Working on Corporate web sites, Micro sites, Corporate Multimedia presentations
- Conducting training programs for Macromedia Flash in the corporate sector
- Music composing and arranging for Radio commercials & Corporate AVs

Infoglobe India – Bangalore *(Sr. Designer)* (FEB2000 - July2003) 3y6m

What I did @ Infoglobe
- Web Portal design and development.
- Visual Design for an Educational Portal

As a part of the content creation, I devised music-based puzzles using action script in Flash. The content was a part of the higher educational program to build cognitive ability to process imagery and audio.

Tata Interactive Systems – Mumbai *(Design Lead)* (July 1999 - FEB. 2000) 8m

CBTs, WBTs, Multimedia presentation, Web Designing.
Flash Action script & programming

NIYO Software – Pune *(Designer)* (June 1996 to June 1997) 1y

Multimedia E-Book Design/Development
Interaction design & Visual Design

Association with design fraternity & Academia:

2024 | Human Centered Solutions | 6th IGT Trends MIT Loni

2024 | "Incubexperts" – Sensitizing workforce towards Experience Design

2023 | MIT Alandi | Jury for B-Des Students

2023 | MIT Ujjain | Sound & Music as a Design Element

2023 | MIT Loni | Why Research Led Design

2023 | ADI Design event | UX = Music – Bhandarkar Institute Pune

2023 | Growth School | Workshop on Emotional Design

2023 | MIT Loni | Workshop on Emotional Design

2023 | FLAME UNIVERSITY | Panel Speaker for Design + Ai meet Pune

2022 | GREAT LEARNINGS | Building a Designer's Portfolio | Batch of HCI Course

2022 | CAPGEMINI | Guest lecture | Parallels between UX and Music

2022-2023 | MIT ALANDI PUNE | M-DES | Jury

2021-2022 | HINDUSTAN UNIVERSITY | Teaching MSc UX batch

2016 | TECH JAM WEBINAR | Slice of UX (Behind the scenes)

2016 | IDC IIT POWAI | speaker at the design degree show

2016 | ART SPHERE PUNE | Abstract Photography

2015 | MES GARWARE COLLEGE | Post processing

2015 | PHOTOGRAPHY WORKSHOP | Abstract photography

2010 | IIT IDC POWAI | M-Des Program | Jury

2010 | PUNE DESIGN FESTIVAL | Audio Semantics & Interaction design case study

2008 | 2010 | 2014 | 2017 | SYSBIOSIS INSTITUTE OF DESIGN | Interaction design Program

2003 | 2006 | 2008 | IDC IIT POWAI | Multimedia introduction to 1st year students

2003 | COGNIZANT PUNE | Flash training

2003 | EVINCERE PUNE | Multimedia Training

2002, 2003 | VERITAS PUNE | Flash MX

2001 | ARENA MULTIMEDIA BANGALORE | Visiting faculty

1999 | IDC IIT POWAI | Introduction to digital medium in education

1999 | IDC IIT POWAI | Business models for internet (Project Solaris 99)

1998 | CDAC PUNE | Multimedia Training (Flash, Director)