



Shantanu C Rao

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<https://www.simplitude.in/>

TOTAL EXPERIENCE

24 yrs

↑ Microsoft India

Jan 2018 - till Date (6 yrs)

- Product Design
- Design Management
- Design thinking workshops
- Research contributions
- Accessibility
- Design Systems
- Stakeholders management

↑ Persistent Systems

Mar 2015 - Dec 2017 (2y10m)

- Product Design Web/Mobile
- Sales Pitch & RFPs
- Agile development
- Design Delivery

↑ IGATE Global (Cappgemini)

Nov 2013 - Feb 2015 (1y 4m)

- Web Applications
- Customer workshops
- Product development
- Industrial Design in healthcare
- User research - Ergonomics

↑ Career Break

Jun 2012 - Nov 2013 (1y 5m)

- Home maker
- Portfolio
- Photography
- Music

↑ Cognizant

July 2012 - (1 Week)

↑ Cybage Software

May 2008 - Jun 2012 (4y 2m)

- Web Applications
- Design delivery
- Sales Pitch & RFPs
- Process & Best practices
- Customer facing role

↑ Philips Design

May 2008 - Jun 2012 (4y 2m)

- Interaction Design
- Cell Phones & Media players
- STB & Televisions interaction
- Domestic appliances
- Experience for Water purifier
- Mar-Comm

↑ Approva Systems

Nov 2003 - Mar 2004 (5m)

- Web Design
- Product Design
- Installation wizard
- HTML/CSS

↑ Infoglobe

Feb 2000 - July 2003 (3y 6m)

- Multimedia Design
- Web design
- GUI for applications
- HTML/CSS

↑ TATA interactive

Feb 2000 - July 2003 (3y 6m)

- Multimedia Design
- Web design
- GUI for applications

↑ NIYO Software

Jun 1996 - Jun 1997 (1y)

- Multimedia Design
- GUI for applications

Career Overview

Initiated my career in the Pre-Internet and Pre-Computer era. Navigated through print, multimedia, and industrial design before delving into User Experience. Worked globally, both remotely and onsite, delivering effective design solutions. Collaborated with diverse stakeholders and practiced "Agile" UX solutions strategically and tactically, grounded in extensive research. Introduced the concept of "UX Debt" in 2016 during my tenure with a product company.

Skills

- Practicing User Centred Design
- Building Design Strategy in context of the business goals
- Bringing in Product centric approach to align with Product roadmap
- Practicing Agile UX for better alignment with product development cycle
- Seamless Design management and delivery
- Reinforcing process and best practices as required

Strengths

- Managing expectations & perceptions among stakeholders
- A team player, helping and motivating the team as required to manage outcome
- Educating stake holders to make sure the product goals are in focus at all times
- Taking design decisions based on a triage of Research, hypothesis, past experience & common sense
- Balance between exploratory v/s pragmatic approach towards solution
- Open for ideas no matter where & whom they come from

Work Highlights

- Patent nomination for braking a 20 year old legacy by bringing in Automation increasing productivity for design team as well as the embedded system team. (*Philips Design India*)
- Designing for all touch points in an Industrial design project right from "What product to build" till "Marketing & after sales service"
- Innovation in product testing process with the end users, saving cost on the electronic prototyping. (*Philips Hong Kong*)
- Developing custom tool for shipping out an enterprise application which allowed end customer to build their own data visualization palette. (*Allegiance US*)
- Design Delivery process and format optimization (*Cybage Software*)
- Product ideation & development in collaboration with the customer, conducting workshops in 3 different countries. (*Coats UK*)

Giving back

I have experienced consistent joy to give back to the community in diverse ways. Interacting with the design community is always invigorating, thrilling, and fulfilling. Over the past two decades, I've engaged with numerous organizations and institutes, interacting with peers, students, and fellow professionals.

Corporate Engagements

- Common Design principles between UX & Music.
- How to create a Design Portfolio
- Emotional Design - Understand the relevance & Framework
- Basic Photography Principles to handle - DSLR
- Abstract Photography - Formula to capture Frames all around

Engagement with Academia

- External Jury for various institutes like, IDC, MIT, SID
- Why Research Design - For 1st year B-Des students
- Interactions design - for M-Des students - Hindustan university
- Usability testing methods for user Research
- Multisensory experience design - Using Sound and Music as design elements

ACADEMICS

MASTERS OF DESIGN
Indian Institute of Technology
Powai, Mumbai
1997- 1999

APPLIED ARTS
Abhinav Kala Mahavidyalay
Pune
1997- 1996

PHOTOGRAPHY
Fergusson College
Pune
1994- 1995

SSC
Seth Dagduram Katariya Sch.
Pune
1991


HANDS ON TOOLS


UX & Product design
Hi-Fi Prototyping, Managing Design delivery, Collaborating with global teams, Using Design system, Building Design systems, Optimizing for Hand off
Figma, XD, Axure, Vision Studio, Infragestics

Graphics & Visualization
Creating graphic artefacts with intended and focused outcomes using leading tools. Photo editing & pixel morphing,
Photoshop, Dreamweaver, Coral Draw, Illustrator

Video & Audio Editing
Adobe premiere, Filmora, DAW - FL Studio, Sound Forge

APART FROM WORK

 **Photography**
<https://rb.gy/z8rt8s>
Love to capture things as they are around us, without any special arrangements, be it nature or man made. I capture textures, geometry, repetition, forms & shapes, architecture, nature, etc.

 **Music**
<https://bitly.ws/39bpQ>
Started with Singing back in 90s as an amateur. Hopping through multiple bands, developed interest in playing keyboards and started learning on my own. Later jumped into composing my own music. Have done theatre shows, Radio commercials, Corporate songs & my own albums as well.

Other Interests
<https://rb.gy/tytwbt>
Hyper riding, Aviation evolution, Automobiles scaled modes, Puzzles, home improvement and repairing electronic gadgets.