

Vijeth Rao

Senior Lead Product Designer - RingCentral

Quick Intro

Creative designer
Badminton Player
Coffee Lover
Jovial personality

Passionate Designer with 10 years of experience in the field of digital design. Designed products that are in the very early stage of growth to the large-scale ERP system. I believe learning is a continuous process and integral to a human being's existence. I represented India for 2 years in Badminton. In the journey of design, my key focus is on UX, Interaction Design, Visual Concepts and accessibility.

Skills & Tools

Tools

- Sketch
- Figma, FigJam & Make
- Miro & UML Diagrams
- Adobe Illustrator
- Axure
- Maze App
- Usability Testing
- Heap
- Google Analytics
- Accessibility Devices & Softwares

Skills

- User Research
- Interaction Design
- Behavioural Design (Eye, Gesture & User Path)
- Visual Design
- AI Knowledge & Prompt Engineering for Design
- Customer Engagement & Marketing
- User Testing (Maze Tool)
- Adaptability and Continuous Learning
- Accessibility Practices (W3C, Section 508 Certified)
- HTML, SCSS and Javascript framework
- Data Visualization (Google Analytics, Heap)

Education

Web Design and Human iXD - Japan

IBJ Japan, Member of W3C
2014

Bachelor's Degree, Computer Science

Visvesvaraya Technological University
2012-2016

Certifications

Human Computer Interaction - HCI

Interaction Design Foundation - IDF
2018

Accessibility - WCAG, W3C, Section 508

Internet Academy, Section508.gov
2022

Experience

RingCentral

Senior Design Lead
Innovation - UX - CX
Feb 2025 - Present

- Leading end-to-end design for unified communications platform, creating intuitive interfaces for voice, video, and messaging features used by 10M+ users globally
- Redesigned core calling experience resulting in 35% reduction in user confusion and 20% increase in feature adoption through comprehensive user research and iterative testing

o9 Solutions

Senior Design Lead
R&D - UX
Apr 2024 - Feb 2025

- Working on GenAI Pilot project to handle the supply chain B2B use case.
- Design system and Modernisation of the product as a IC role and handling the team of 12 Designers as a Managerial role

Freshworks

Lead Product Designer
Nov 2021 - Mar 2024

- Conducted user research and analyzed data to identify design opportunities and inform design decisions for CX Products.
- Participate in executive discussions and product roadmap sessions in order to influence designers from a user-centred design standpoint

Leadsquared

Lead Product Designer
Mar 2020 - Nov 2021

- I played a pivotal role in shaping and enhancing the user experience of the product by building a comprehensive design system
- I was instrumental in growing the design team and mentoring designers to deliver high-quality work

Edgeverve

Member - User Experience
May 2018 - Feb 2020

- The critical part in developing a design system for Finacle, an industry leader in digital banking solutions

CGI

Associate UX Designer
Jun 2016 - May 2018

- Create and provide wireframes, user stories, user journeys, and mockups that are suitable for different devices and interfaces
- User research for complex enterprise applications for the state and local government of Canada

Honourable Mentions

Fabulous Design Leadership Q1

Edgeverve
2019

Best Concept Showcase @UXIndiaConf

UX India
2019

Excellence in bringing teams together

Edgeverve
2019

National Award for Winning in Badminton

Indian Badminton Federation (IBF)
2010 & 2012

Speaking

Faculty Development Programme on

“The Art of Effective Online Teaching for Management Faculty”
BNMIT MBA Department, 2021

Final year MBA students

“Design Thinking in Modern system development”
AIMS School of Business 2025

UMO Design Mentorship

“Design X Social Global Innovation Challenge”
UX India, 2021

Social Connect

<https://www.linkedin.com/in/vijethrao/>

LinkedIn

<https://read.cv/vijethrao>

ReadCV

<https://vijethrao.com/>

Website

Portfolio

Prototype