

## Radhakrishna Aekbote (RK)

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*“RK is an excellent, creative and imaginative designer. I have had the privilege to work with him on a key project at Informatica centered around APIs. He not only brings the key design patterns in front of us but also ensures that he adds more value to the design by providing great ideas. He comes with a neutral perspective that helps you get the unbiased viewpoint, for the best design. RK is a great asset to the team.”*

~ Sorabh Agarwal, Director of Product Management, Informatica, Bangalore

I am a UX Design professional with 7.6 years of experience and I specialize in simplifying intricate challenges to deliver impactful, user-centered outcomes to help organizations achieve their business goals by increasing conversion rates, boosting brand perception, enhancing UX maturity, and forming high-performing teams. I have worked across IT Operations, Supply Chain, Corporate & Regulatory Finance, Data Management and Maintenance Management. In the past 2 years, I achieved a 70% increase in subscriptions for an integration product and relaunched a free API product into a paid service, achieving full monetization leveraging innovative UX strategies.

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**Design Skills:** UX Strategy, User Research, Storytelling, Usability Testing, Design Evangelism, Design Thinking, Data Driven Design, Design Innovation.

**Management Skills:** Team Leadership, UX Management, Cross-functional Collaboration, Mentorship & Coaching, Project Management, Stakeholder Communication, Prioritisation, Strategic Thinking, User Advocacy.

**Tools:** Figma, FigJam, Sketch, Framer, Hotjar, Miro, Pendo, Google Analytics, Jira, Axure RP, Canva, Midjourney.

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### EXPERIENCE

#### Informatica

Bangalore, India

Lead UX Designer

March 2022 - Present

- Facilitated re-design of API Management (0 to 1) from complimentary to freemium and subscription models, driving growth from 0 to 18,000 units in 180 days increasing monetized subscriptions by 70%, and boosting NPS to 77%.
- Revamped API Monitoring experiences by forming & managing a new design team of 5 UX Designers & 1 UX Researcher, consolidating 12 functionalities through my UX strategy, resulting in 80% CSAT, 43 active & 24 new customers in the pipeline.
- Executed GBB structure as a UX strategy for the Process Diagrammer, growing subscriptions from 18,000 to 240,000 units with 15 net new features implemented in 18 months, positioning it as a flagship product of Informatica's platform applications.
- Led integration of CLAIR GPT and CLAIR Co-pilot by identifying core use cases for Application Integration. Achieved a 4.3/5 rating from 1,553 workshop participants at Informatica World 2024, establishing AI Co-pilot as a customer favourite.
- Based on focus group surveys, identified the API Marketplace as a key milestone. Currently leading UX design with a team of 5 and scaling API Group functionality to create a net new offering, backed by leadership at design and product levels.

#### SAP Labs

Bangalore, India

UX Designer II, User Research Advocate

April 2020 - March 2022

- Simplified old Asset Management GUI systems into proactive maintenance tools for blue-collar users. Spearheaded user research for accessibility insights, leading to a product launch with 11 net new features resulting in 75% task completion rate.
- Developed a UX strategy for Logistics Execution Insights, visualising and designing interactions to forecast trip conditions for transport vehicles boosted usage by 40% and gained adoption by 25 new companies. I hold a design patent for this project.
- As a UX Research Advocate, facilitated usability testing and user interviews across multiple product lines. Also hosted Fiori Design Library workshops for Developers, SAP Consultants, and Marketing teams.

#### PricewaterhouseCoopers

Bangalore, India

UX Design Associate

May 2017 - April 2020

- Designed a client lifecycle management platform, optimizing anti-money laundering workflows across UK, Germany, and USA. UX Research improved the remediation processes, impacting 60,000 clients to meet regulatory compliance.
- Conducted UX research and designed a Mergers & Acquisitions app, converting 16 analyses and 12 financial ratios from Excel to cloud. Created PwC's first independent internal application for Management Consultants.

## EDUCATION

**Executive Education - Product Innovation and Management**  
Indian School of Business

**Hyderabad, India**  
2021-2022

**Bachelor of Engineering - Mechanical Engineering**  
SDM College of Engineering and Technology

**Dharwad, India**  
2012-2016

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## CERTIFICATIONS

- UX Management: Strategy and Tactics from IxDF (March 2023)
  - Service Design: How to Design Integrated Service Experiences from IxDF (April 2023)
  - Agile Methods for UX Design from IxDF (March 2023)
  - AI for Designers from IxDF (February 2024)
  - The Ultimate Guide to Visual Perception and Design from IxDF (April 2023)
  - Information Visualization from IxDF (June 2023)
  - How to Design for Augmented and Virtual Reality from IxDF (April 2023)
  - Human Centred Design from PwC (June 2019)
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## ADDITIONAL INFORMATION

- Guest Speaker on Episode 2 of Beyond Barriers podcast, discussing 'Accessibility in UX' as an accessibility leader, hosted by WallyAX in New York, March 2024.
- Patented Innovator at SAP Labs, developed a Machine Learning Recommendation System for maintenance plans, improving maintenance target efficiency by 67%. (Patent No: 8880-108385-01 / 210852US01)
- UX Writer for UX Planet, authored articles on AI Co-pilot experiences, women's health chatbots, B2B dashboards, and accessibility for children.
- Contributed UX Case Studies for Bootcamp by UX Collective, analyzing Indian user readiness for NeoBanking and evaluating cab-booking experiences.
- Mentored UX students as a guest mentor at Masai School and as a curriculum maker at Bangalore School of Design.
- Volunteered for 'Be My Eyes', contributing to visual accessibility using GPT-4 to assist blind and visually impaired individuals.