



Gautam Rao

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Website: openideas.in

Home: Bangalore (India)

ABOUT ME

I am an instinct-driven, user-focused designer with a strong background in UX design. With over 20 years of domain experience and my obsession to build on user-needs, I strive to create meaningful human experiences.

WORK EXPERIENCE

Co-founder

OPENIDEAS Design Services LLP [2016 – Current]

City: Bangalore

Country: India

Website: openideas.in

Email address: gautam@openideas.in

OPENIDEAS is a collaborative UX and UI design studio, specialising in enterprise UX solutions for global clients. We have designed and developed digital products for several domains such as wellness and sustainability, education and licensing, and brand and strategy management. We work with multiple stakeholders, designers and development teams, to ensure efficient and timely deliveries.

Some of our clients

Human Edge (Enterprises), National University of Singapore (Smart Cities), EnviroSENSE LLP, BungeeTech Corporation, DC.gov., BugleRock Capital.

UX Generalist

Independent [2002 – Current]

I started my design career as a communication designer, working on contract projects in domains such as branding, fashion, media, design research and analysis, colour and trend forecasting, etc., progressing into UX design and related disciplines, eventually co-founding OPENIDEAS.

Some of my clients

Amazon, Asian Paints, Percept, Center for Knowledge Societies, Cartoon Network, Johns Hopkins University.

Side gigs

Independent [2020 – Current]

Alongside working on design-specific projects, I have had the good fortune to indulge in side-gigs such as mentoring UX aspirants, contributing to design syllabi, and most recently co-founding a children's stories podcast.

Some gigs

[Design Sprint Lead](#) at IxDeas, Community Mentor at Springboard India, Podcast Co-founder and Sound Guy at storieswithoutpictures.com, Travel Writer at Medium.com.

EDUCATION AND TRAINING

Professional Diploma

Srishti School of Art, Design and Technology [2002]

City: Bangalore

Country: India

Online certificate course in Developing Innovative Ideas for New Companies

University of Maryland, College Park [2013]

LANGUAGE SKILLS

Mother tongue(s): **English**

Other language(s):

Hindi

LISTENING C1 READING C1 WRITING B2

SPOKEN PRODUCTION C1 SPOKEN INTERACTION C1

German

LISTENING B1 READING B1 WRITING B1

SPOKEN PRODUCTION B1 SPOKEN INTERACTION B1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

DIGITAL SKILLS

UX Design / UI Design / User Centered Design / Enterprise UX / Design Strategy / User Research / Interactive Prototyping / Product Management / Team Mentoring / Figma / Product Development / Adobe Suite

PROJECTS

HUMAN EDGE

DESIGN SPRINT, MOBILE APPLICATION UX AND UI DESIGN for Human Edge (Enterprises), INDIA

MITO is a native mobile application, designed and built to collaborate with wearable tech. MITO is capable of suggesting fully personalised wellness hacks, based on the user's health/lifestyle data.

Link: <https://openideas.in/human-edge/>

BRANDSCAPE

ENTERPRISE UX AND PRODUCT DESIGN for Bungee Tech Corporation, USA

Brandscape is a competitive-intelligence platform, designed to monitor pricing, promotion, assortment, digital shelf, and availability data across key competitors.

Link: <https://openideas.in/brandscape/>

ENVIROSENSE

ENTERPRISE UX AND PRODUCT DEVELOPMENT + PRODUCT WEBSITE DESIGN AND DEVELOPMENT for National University of Singapore, SINGAPORE

EnviroSENSE is an open, end-to-end, IoT & data analytics solution that quantifies the indoor environment in the context of people, comfort, productivity, wellness, and sustainability.

Link: <https://openideas.in/envirosense/>

AMAZON.COM

MOBILE APPLICATION UX AND UI DESIGN (interactive prototype) for Amazon.com

Social Shopper, an in-house pilot application, was conceived and designed to allow the user to buy any product anywhere, online or offline, based on best available price, and/or user's current location (offline option).

Link: <https://openideas.in/amazon/>

EXEMPLAR AW

ENTERPRISE UX AND PRODUCT DEVELOPMENT for CSZNet Inc, WASHINGTON, D.C

Exemplar is a tool built to simplify your organization's licensing and certification workflows. This comprehensive platform is the first of its kind and was created to conquer mounds of paperwork, curtail endless loops and approvals, ensure efficiency, and save time and money.

Link: <https://openideas.in/exemplar-aw/>

SIDE GIGS

DESIGN SPRINT LEAD

In collaboration with IxDeas

As part of an integral 15-day sprint, we engage participants (clients and other stakeholders) in brainstorming and ideation, conceptualisation, prototyping, testing, and visualisation, resulting in thoroughly tested designs that are ready for production.

Link: <https://ixdeas.co/design-sprint/>

SPRINGBOARD

Community Mentor

As a UX Design mentor to a community of 200+ UX aspirants, my main tasks were to interface with the learners on a regular basis, leading them through the curriculum using one-on-one interactions, community AMA's, and other collaborative methods. Springboard is an Ed-tech startup based in the US and offers various courses in the UX domain.

STORIES WITHOUT PICTURES

Co-founder and Audio Experiences + Social

Stories without Pictures is an experiential podcast of original stories for children. Over the last 3 seasons, we have written and produced more than 40 original stories and a significant number of guest stories. With a global audience of regular listeners, our podcast is available on all popular streaming platforms.

Link: <https://storieswithoutpictures.com/>

SOUND DESIGN FOR THEATRE

Sound design and execution

As an avid theatre enthusiast, I have been involved in designing audio experiences for a number of well-known English language plays staged across India and the USA, over the last 20 years. I continue to support local theatre groups with pro bono design projects.

OUTDOOR ENTHUSIAST

Travel and photography

My love for the outdoors has taken me on bucket-list journeys across various locales, including a memorable visit to the northern-most reaches of our planet. Photography for me is the preferred method of communication as it enables one to visually re-live the occasion.

Link: <https://medium.com/@gautammrao>
