

# Rahul Satyavada

USER EXPERIENCE | PRODUCT PLANNING | RESEARCH, DESIGN & STRATEGY

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## Executive Profile

Innovative UX professional with 5+ years of experience transforming complex challenges into intuitive digital experiences. Adept at merging rigorous user research, creative design, and strategic thinking to deliver products that drive engagement and business growth. Proven in collaborating with cross-functional teams to turn insights into actionable, high-impact design solutions—from ideation to execution. Passionate about leveraging data-driven design and emerging trends to create experiences that not only meet but exceed user expectations.

## Core skills & Methodologies

- User Research
- Journey Mapping,
- Idea Generation ( Mind mapping , Card sorting, storyboarding, Crazy 8'S)
- Usability Testing
- Design Thinking & Problem solving
- Product Management
- Market Forecast & Competitor analysis
- Prompt Engineering
- Heuristic Evaluation
- Brainstorming Methods ( SCAMPER, 6 Thinking hats, SWOT, Brainwriting)

## Software competencies



Figma



Maze



Illustrator



Framer



Autodesk Alias



Autodesk V-Red



Autodesk sketchbook pro



Catia V5 Freestyle

## Work Experience (5+ Years)

### Assistant Professor

Vishwakarma University | UI UX & Product Design

- Designs Syllabus and course plans for UI UX and Product Design
- Delivers courses in UI UX Design and Product design
- Mentors 3rd & 4th year students on Design Project & Graduation Projects
- Delivered courses as UI UX Faculty for Zensar Technologies COE students

### Additional Duties & Responsibilities Performed

- Performed duties as IQAC & NAAC Co-Ordinator
- Board of Studies member and secretary
- Worked on Sustainability Goals for University on SDG17, SDG 7
- Worked on QS-Global Ranking for Environmental Impact

### Live Industry Projects

- Acted as Lead for Tal edge company Website design and development 
- Lead in design and development for WILCO Coolant system 

### Product Planning & UX Strategist at Hyundai R&D

- Identifying Indian Market Trends & opportunity areas through customer research, market analysis
- Determining long-term strategy and making Product Proposals for Product launch
- Determining Customer Experience & and making future requirements
- Managing and communicating with cross-functional teams
- Managing the creative process of Product concept and strategic alignment
- Define, prioritize, and execute a program of research using a range of qualitative and quantitative methodologies, and communicate actionable insights to stakeholders.
- Static and dynamic customer analysis to obtain better customer Insights for creating enhanced User experience

## Achievements

- Won 1st Prize in C2P2 Competition in best Prototype category for Campus extra circular app.
- Certificate of Excellence from IIT Bombay in design of Unmanned Ground vehicle
- UX-Foundation: Prototyping from LinkedIn Head of content & Strategy
- Certificate on UX Implementation and Planning from LinkedIn Head of content & Strategy
- Certificate on UX Design: Analyzing user data
- UX-Foundation: Multidevice Design from LinkedIn
- Advance Training certificate in Alias Class-A Surface Modelling

## Conferences

- Attended & Presented Research paper in International Conference of Emerging Trends in Design & Arts at poornima University (ICEDTA 2024)
- Presented & Accepted Abstract for ICORD 2025 IIT Hyderabad

## Publications

- A COMPREHENSIVE REVIEW OF DESIGN EDUCATION FOR SUSTAINABLE DEVELOPMENT, SudhKosh Journal of visual and performing arts UGC CARE 1 342-348
- Re-design of TVS Jupiter in 2019 for 2025 in Faculty of Engineering and technology, M.S Ramaiah University of Applied Sciences, Bengaluru 1,2

## Industry Projects

- Tal edge Full Website Design  
Role: Lead UX Designer
- Design and development of Campus Co-Circular app for Vishwakarma University  
Role: Lead UX Designer
- Design of coolant system at WILCO company Pune  
Role: Lead Designer

## Assistant Professor / Program Head

Indus University Ahmedabad

- Teaching Domain-specific subject of the department,
- Monitors and Organizes Departmental Adjunct/Visiting Faculty, Recruiting Visiting Faculty for domain-specific courses,
- Organizing/planning Industry Visits, and seminars for the students Preparing academic course and semester plans for students
- Assisting and co-ordination with the placement team
- Mentoring students of the final year in graduation projects

## Assistant Professor

Woxsen University Hyderabad

- Teaching specific courses across programs that are assigned, guiding and mentoring students inside and outside the class,
- preparing students for interviews with external organizations,
- planning and delivering the learning and development initiatives for students, and counseling students.

## DJ Academy of Design-Coimbatore ( Design Assistant)

## Education & Internships

### Karnavati University (UID),PhD

PhD (Part time) in Design

- Completes in 2026

### MS Ramaiah University, Bengaluru, MASTER'S

Master's in Automotive Product Design (2017-2019)

- Completed in 2019 with distinction
- CGPA : 7.29

### Gitam University , Vishakapatnam, B.Tech

B.Tech in Mechanical Engineering (2013-2017)

- Completed in April 2017
- CGPA: 6.54

### Hyundai Motor India LTD Chennai

Internship- Project Associate,

- Tool Life Optimization of Crank Shaft
- Completed in 2015