

# Shalini Rao

## Strategy-Minded Product Designer

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Product Designer with 3.5+ years of experience in B2B SaaS and AI-assisted workflows. Expert at bridging the gap between complex technical requirements and high-fidelity user experiences to drive content monetization and operational efficiency.

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### TECHNICAL SKILLS

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**Design:** Figma, Sketch, Design Systems, Wireframing, Prototyping, Information Architecture

**Research & Strategy:** UX Research, User Testing, Competitive Analysis, Datadog, Pendo

**AI & Engineering:** Claude, Figma Make, HTML/CSS/JavaScript, Python/C, Agile Development

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### EXPERIENCE

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**Arc XP** — *Product Designer 2*

*September 2022 - Present*

Arc XP is a B2B SaaS content management system owned and distributed by *The Washington Post*. The platform empowers publishers, news media, and broadcasters to deliver high-quality content and AI-driven experiences to millions of readers and viewers worldwide.

- Owned end-to-end delivery of redesigned AI-assisted video editing experience, from initial user research to prototype design to engineering handoff and design QA, which accelerated content lifecycle by reducing video publish turnaround time by over 50%
- Leveraged Figma Make AI prototyping to create an entirely new product to expand asset management offering to include audio content, allowing newsrooms to combat reader churn and boost retention
- Partnered with cross-functional leadership and stakeholders to define product requirements and design solutions for platform-wide integrated AI assistant
- Utilized Datadog session tracking and click data from 10+ customers and hundreds of users to prioritize feature list and scope beta release of key workflows in redesigned experience
- Translated user insights from user testing sessions across 10+ customer organizations into design impactful experiences to improve efficiency and quality of video content
- Engineered a centralized design system supporting a dozen distinct products, implementing flexible components that enforced brand consistency while reducing design and engineering effort through Claude-generated technical documentation and precise handoff protocols

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### EDUCATION

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**Carnegie Mellon University**

*May 2022*

*BS. Information Systems and Human Computer Interaction*

- Heavy design and UX research coursework with two capstone projects delivering full software and design solutions to local nonprofit organization and education-tech startup