




# Rakesh Menon


PRODUCT DESIGNER | PRODUCT OWNER

 rakeshpmenon.com

 +31 6 3371 6663

 In possession of a valid EU visa

 rakeshmenon@gmail.com

 Tolstraat 37A, Amsterdam

## Experience

### CONSULTANT

#### Argo 360

Nov 2022 - Present

- Lead service design efforts, assessing and optimizing workflow processes from pickup to resale.
- Implemented enhancements that reduced sorting time by 10% and testing time by 8%

### PRODUCT OWNER

#### RBL labs

2022 - July 2022

- Spearheaded the development of the flagship product, "Legend of Crypto," collaborating with cross-functional global teams.
- Managed product backlogs, prioritized tasks based on data insights, and facilitated agile development.
- Successfully launched the product within a six-month timeline

### GAME DESIGNER & PRODUCER

#### SplashLearn

Oct 2018 - Feb 2022

- Designed seven math games for pre-kindergarten to first-grade children, focusing on learning experience design.
- Organized milestones, conducted research, and iterated designs to refine and improve the learning experience before the final launch.
- Crafted narration to create a cohesive game world and implemented a reward system to boost retention and engagement among young learners.

### SR UX DESIGNER

#### Magic Software

July 2018 - Oct 2018

- Designed and managed game design and UX projects for clients such as Pearson, Accelerate, and Cypress.
- Conducted user research and testing to ensure user-centered design solutions.
- Facilitated workshops and design sprints to improve team collaboration and project outcomes.

### GAME DESIGNER

#### Moonfrog Labs

June 2017 - May  
2018

- Redesigned onboarding for "Baahubali (RTS)" and developed a new tournament for "Teen Patti Gold."
- Worked on bot logic for "Callbreak Gold" and contributed to a new racing game IP design.

### SR SOFTWARE ENGINEER

#### Moonfrog Labs

June 2013 - Sep 2015

- Led a team in implementing major updates to GE Military Aviation's order management process.
- Ensured accuracy in updates and maintained clear communication with stakeholders.

# Education

## **DIGITAL SOCIETY SCHOOL**

2021 - 2022

**Research Trainee**

## **NATIONAL INSTITUTE OF DESIGN**

2015 - 2018

**M.Des, Digital Game Design**

## **ST VINCENT PALLOTTI, NAGPUR**

2008 - 2012

**B.Tech, Computer Engineering**

# Awards

## **CODiE Awards**

### **Best Gamification in learning, Finalist 2021**

SplashLearn was nominated as a finalist for the CODiE Awards for Best Gamification in Learning, with my role as one of the key game designers contributing to this achievement.

### **Axis Bank Design Challenge**

#### **2nd place**

The 48-hour design-a-thon centered on designing for the future of banking. Finalists had the opportunity to present their work to Axis Bank jury members."

### **Innovative project 2012**

#### **Winner**

Awarded the Best Innovative Project in 2012 for the development of a Fingerprint Recognition system for Criminal Detection.

# Skills

## **DESIGN**

User Experience Design - User Research - User Testing - Prototyping - Interface Design - System Design - Service Design.

## **CODE**

C/C++ - Java - C# - HTML/CSS - COBOL- CICS- DB2

## **TOOLS**

Figma - Sketch - Adobe PS, AE, AI, IN - Principle - Unity

## **MANAGEMENT**

Agile and Scrum Methodologies - Product Development- Stakeholder Management - Backlog Management - Sprint Planning