Daania Rao

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Linkedin:
https://www.linkedin.com/in/daania-rao/
Portfolio:
https://www.daaniarao.com/

Skills: Product strategy, Wireframing, Storyboarding, Prototyping, Usability Testing, Data Driven Research, User Interface, Design Systems, Web Accessibility, Interaction Design

UX Design Projects

Skolay- Lead UX/UI Designer

- Collaborated with Skolay leadership team to set project scope for a minimum viable product.
- 80% reduction in click error rate by simplifying user flows backed by usability testing of the app.
- Increased user confidence from 30% to 60% in scheduling audio calls by providing tools for verification.
- Grew app interaction by 3x by addition of open forums for users to interact with community in trials.

VNYL- Lead UX/UI Designer

- Reduced total time to complete task for subscribing by 53% by simplifying membership flow.
- Improved system usability score from 30 to an acceptable 68 by restructuring content and screens.
- Reduced cognitive overload by reducing clutter and structuring content in hierarchical order.
- Increased website interactivity by introducing the 'store feature.'

Work Experience

Old Navy; Gap Inc-Product Development Associate Manager   09/2019 – Present

- Led 48% unit growth of Women's fleece, and graphic product over 3 years by solving critical pandemic production problems.
- Reduced product time to market from an average of 32 to 21 weeks from concept to store by process flow efficiency improvements to acquire new customer segments.
- $5.8 million in YTD additional sales in Women's Fashion tops by introducing a reduced time to market calendar.
- Piloted family messaging graphic program for 6% of global product lines at Old Navy, leading and collaborating with teams across 8 divisions.
- Communicated customer experience-driven insights for impactful decisions on product change requests and markdowns.
- Restructured communication for graphic approvals by introducing Smartsheets and eliminating 70% email chains.

Byer California- Product Development Assistant   09/2018 – 06/2019

- Created costing packages for vendors to achieve target cost for production.
- Pioneered development and sourcing of trims from overseas vendors to reduce 10% total trim cost.
- Communicated with vendors and merchandisers to source trend relevant fabric.

Zara Shahjahan- Designer   08/2016 – 12/2016

- Designed 4 monthly collections to translate concepts into seasonal collections.
- Managed and co-ordinated with production unit to deliver product on time to markets.

Education

04/2022 – 10/2022
User Experience Design Immersive
General Assembly

08/2011 – 08/2016
Bachelors in Fashion Design
Pakistan Institute of Fashion and Design

Design tools

Figma | Adobe CC (Photoshop, Illustrator) |
Product Illustration |Presentation Design