Raj Rao

CONTACT

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EDUCATION

General Assembly
User Experience Design Immersive

Binghamton University
B.A. Biological Sciences, Dean's List

SKILLS

A/B testing, Product design, Cross-platform design (Responsive web design, iOS, Android, OTT / tvOS), User interface design, User experience design, Human-centered design, Rapid prototyping, Animation, Design systems + documentation, Design QA, Typography, User research, User interviews, Storytelling, Persona development, Usability testing, User flows, Journey maps, Basic HTML / CSS, Mentorship

PROGRAMS

Figma, Sketch, Adobe XD, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe After Effects, Adobe Lightroom, InVision, Principle, Flinto, Atlassian / JIRA

EXPERIENCE

Senior Product Designer, Growth — Nextdoor
2022–23

Led design in a cross-functional growth team across all platforms to increase the number of new users, optimize our contact sync funnel, send invites to new users, increase registration rates, and foster connections between existing users. During my time, I led design for onboarding, invites, notifications, and feed design.

Developed + refined A/B tests to maximize growth metrics, presented designs to high-level stakeholders, developed product strategy + product management documentation, contributed to design system, developed design specs + prototyping documentation for animation, led design QA, participated in design crits + brainstorm sessions, mentored junior designers.

Senior Product Designer, UEFA + Soccer — CBS Sports
2020–21

Responsible for product design of all soccer-related experiences across all platforms, co-led design for March Madness Brackets experience, contributed to design system, managed all soccer logos in design system, formulated product strategy for soccer experiences, led design QA, mentored junior designers + gave feedback on projects.

Senior UI/UX Designer — IBM iX
2019–20

Led and designed end-to-end user experiences for enterprise clients, created design systems, led user testing + wrote testing scripts, created journey maps + personas, delivered design presentations to clients, led user research + user interviews, participated in IBM Design Thinking workshops, mentored junior designers; key clients include: Oncor, ADP, NYC Department of Homeless Services, IBM CAI

UI/UX Designer — IBM iX
2017–19

Designed end-to-end user experiences for enterprise clients, established design systems, conducted user testing + wrote testing scripts, created journey maps + personas, contributed to user research + user interviews, developed mockups for new business + designed pitch decks based on client brand guidelines, participated in IBM Design Thinking workshops; key clients include: UPS, Daimler, Sally Beauty, MetLife, SEFCU

Research Intern — Nathan Kline Institute
2010–15

Under the tutelage of Dr. Ralph A. Nixon, conducted successful experiments and maintained accurate records. Designed and engineered proteins to express in mammalian cells and live mice in order to examine neurodegeneration in Alzheimer's Disease and ALS.