

# 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, Roadmap planning / development

## PROGRAMS

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

## EXPERIENCE

### theScore

#### Senior Product Designer, Casino

2024–25

Led design for all casino experiences in two cross-functional teams — Standalone Casino + Casino Engagement — across multiple brands: Hollywood Casino, ESPN Bet, and theScore Bet.

For Standalone Casino, I designed and launched a zero-to-one product to market — Hollywood Casino. To bring this to market, I redesigned the entire casino experience and incorporated a refreshed brand, worked alongside product + leadership to develop product strategy + roadmaps, and consistently communicated designs upwards and to adjacent business units to lead to a launch well early of our estimated timeline. I also designed a 3–5 year design vision for the future of the casino experience, inclusive of all brands.

For Casino Engagement, our primary goals were to increase user engagement, user retention, and games played. I designed features to optimize game discovery + game launches, keep users in our engagement flywheel, and including moments of delight with animation.

At all times, I contributed to and maintained design system components, developed design specifications + prototyping documentation for animation, led design QA, led design crits + brainstorming sessions, and mentored junior designers.

### Nextdoor

#### Senior Product Designer, Growth

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, design specs + animation documentation, led design QA, led design crits + brainstorm sessions, mentored junior designers.

### CBS Sports

#### Senior Product Designer, UEFA + Soccer

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.

### IBM iX

#### Senior UI/UX Designer

2019–20

#### UI/UX Designer

2017–19

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, MetLife, UPS, Daimler, SEFCU, Sally Beauty, NYC Department of Homeless Services