DAANIA RAO

+1 214 218 6695 **|** daaniarao93@gmail.com **|**LinkedIn Profile **|**Portfolio **|**San Francisco, Bay Area

PROJECTS

Skolay | UX/UI Designer
- 80% reduction in click error rate by simplifying user flows backed by usability testing.,
- Provided verification tools, boosting user confidence in scheduling audio calls from 30% to 60%.
- Tripled app interaction by adding open forums for user community engagement during trials.

VNYL | UX/UI Designer
- Simplified membership flow, reducing task completion time by 53%.
- Restructured content and screens, raising system usability score from 30 to 68.
- Reduced cognitive overload by structuring content in hierarchical order.

TECHNICAL AND MANAGEMENT SKILLS

Skills: Cross-functional communication, Fabric & Trim Sourcing, Wash research & development, Time & Action (T&A) Calendar
Technical: PLM, Miro, Smartsheet, Google Analytics, Microsoft Excel, Clo-set, Airtable, Microsoft PowerPoint

PROFESSIONAL EXPERIENCE

Old Navy   **San Francisco, CA**
Product Development Associate Manager- Toddler Girls Woven   **July 2024- Present**
- Spearheaded the Value program development at TG, securing an 80.2% margin.
- Leveraged data-driven insights to shape product strategy, resulting in an 18% expansion and diversification of product categories within the Tutu program in Spring '25, aligning with the division's long-range planning objectives.
- Partnered with global denim vendors and product safety teams to develop a cost-neutral wash that enhanced the quality of kids' products while ensuring compliance with safety standards, resulting in brand-wide adoption.
- Applied analytical skills to optimize product development, transitioning value dresses from woven to knit, boosting margins by 74% while leveraging digital tools for cross-functional consensus.

Product Development Associate Manager- Women's fleece, and graphics   **July 2020– July 2024**
- 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 Smartsheet's and eliminating 70% email chains.

Product Development Assistant Manager- Womens Knits, fleece, and graphics   **September 2019-July 2020**
- Managed lab dip and trim approvals, working cross-functionally with Technical Design, Raw Materials, and Merchandising.
- Responsible for organizing and managing lab dips and strike-offs for entire category.
- Coordinated daily product approvals for on order and communicate daily information to internal and external partners.

EDUCATION

B.S. Fashion Design   **August 2016**
Pakistan Institute of Fashion and Design