

# Seema Rao

UX Strategist & Creative Director

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UX strategist and creative director turning rigorous research into content and brand systems that grow audiences and move them to act — a hands-on maker with millions of monthly views and a director of cross-functional teams.

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## EXPERIENCE

### Creative Director & Head of Content

[PlayAbyly](#)

2022–Present

Lead brand vision across products and campaigns; direct game designers, developers, and visual designers; ship 10-15 projects monthly; steward a play-and-win design language 30+ brands plug into.

### Principal & Creative Director

[Brilliant Idea Studio](#)

2017–Present

UX research, content strategy, and brand systems for DTC, media, and cultural clients — interviews, personas, IA, CRO, and creative direction.

### Chief Experience Officer

[Akron Art Museum](#)

2019–2022

Org-wide content strategy and UX; website relaunch (+200% views); originated TikTok (11M views, 675K likes).

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## SELECTED WORK

- PlayAbyly brand system — **30+ brands** on one design language
- Advent Calendar game — **+41%** December revenue
- Overtime Win-Back game — **18.25X ROAS**, +57% AOV
- UX & CRO studies — audience, CRO, personas, subscription (client work)
- Museum website relaunch — **+200%** views
- TikTok launch — **12M** views, 645K likes in a year

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## EDUCATION

### MLIS, UX Design

Kent State University

### MA, Art History

Case Western Reserve University

### BA, Biological Sciences & South Asian Studies

University of Chicago

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## SKILLS

UX research · interviews, usability, personas, journey mapping

Content strategy · brand voice & tone, IA, CRO

Audience growth · social, editorial, analytics

Tools · Adobe CS, Figma, WordPress, Shopify, GA4, Klaviyo

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## PUBLICATIONS

### Inclusive Interpretation Tips

AASLH · 2018

### To Journey in Twitter Canoes

Museums and the Web · 2018

### Change at Work

CreateSpace · 2018

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## SPEAKING

2024 Keynote — Western Museums Association

2020 Keynote — Making Museums Accessible

2018 Talk — Hack the Museum, MuseumNEXT London