

SUSHMITA NARAYANA

Product Manager | UX Designer

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Design-led Product Manager with a track record of transforming user experiences and creating high-impact product solutions. Adept in human-centered design, product management, and design research. Holds an MS in Strategic Design & Management and a passion for social impact through design.

EXPERIENCE

Product Manager | MRM, New York – DEC 2023 – PRESENT

Driving the Product Discovery phase in creating a Modern Digital Experience for a Fortune 500 technology software company connecting their vision to audiences and outcomes

- Led the competitive research and analysis to deliver a Best-in-class experience report on SaaS and ecommerce websites
- Conducted discovery interviews with 50+ of stakeholders, led market research and fundamental data analysis to identify business trends and map key opportunities
- Conducted client workshops to identify FY25-26 milestones and corresponding KPIs
- Delivered an opportunity matrix serving as a roadmap creation tool for the next phase of web development

Senior Interaction Designer (UX) | IDEO, San Francisco, California – JAN 2023 – NOV 2023

REIMAGINING THE DIABETIC PATIENT EXPERIENCE

Led the development and delivery of a comprehensive customer-centric go-to-market strategy for a Fortune 500 healthcare giant. It involved analyzing and integrating insights from UX research spanning 20+ interviews with patients and healthcare providers and delivering high-fidelity wireframes for 5 reimaged experiences and a service blueprint.

TRANSFORMING THE STUDENT WRITING EXPERIENCE

Conducted a 5-week design sprint to craft and test the post-MVP go-to-market experience for a Generative AI-based edtech product. Researched, prototyped and implemented strategies to enhance the product's learner inclusivity and pedagogy

Product Manager | BYJU's Think n' Learn Pvt Ltd, Bangalore – JAN 2021 – JUNE 2021

As a design-led manager of an Edtech unicorn company, I strategized, designed and managed the launch of the Search QnA feature that leveraged existing AI/ML & data capabilities, within 6 months. I also led the usability testing that showed at least 50% improvement in student learning outcomes. Additionally –

- Enabled mass content creation and tagging (100,000 questions) by designing and managing the implementation of a custom content creation tool used extensively by internal stakeholders
- Pitched 3 new features based on personalization strategies – Distractors, Daily study bites and Phygital problem solving, to improve engagement and learning outcomes.

Product Manager | Digital Aristotle Pvt Ltd, Bangalore – AUG 2019 – DEC 2020

Led the 0 to 1 Product Management, including product go-to-market strategy and end-to-end experience design leading to acquisition within 1 year of release at 50,000 MAUs.

- Managed collaboration between design, content, and development teams to achieve beta launch in 3 months
- Managed design, development and marketing of 'School@Home' platform achieving launch within 1 month of COVID onset leading to a white-label partnership and school education access to 50,000 students across India.
- Launched growth strategy leveraging gamification and social network effects leading to an average addition of ~5300 MAUs.
- Led initial email and social media marketing for launch and later led the collaboration with an external marketing agency.

OTHER HIGHLIGHTS

- Award-winning workshop design for National Strategy for Volunteering, Australia in collaboration with ThinkPlace Australia.
- Winner of Good Interventions '23, an economics exhibition, I created an experiential design project based on financial risk.
- 15-week collaboration with Vice Media Group resulting in an omnichannel campaign focussed on uplifting GenZ activism.

CORE CAPABILITIES

- 0 to 1 product management – ability to wear multiple hats, prototype rapidly, test and collaborate with development
- UX design – ability to lead research and develop intuitive, user-centered product experiences, proficiency in Figma
- Strategic product management – ability to own product discovery including analyzing data and market research

EDUCATION

Parsons School of Design, New York – MS in Strategic Design & Management AUG 2021- MAY 2023

- Dean's Merit Scholarship holder | CGPA 3.95 out of 4
- Guest student at Parsons Impact Fellowship, Venture Lab and volunteer at Effective Altruism Club

National Institute of Fashion Technology – B.Des

AUG 2012 – MAY 2016