

SUSHMITA NARAYANA

Product Manager and Designer

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Innovative Strategic Designer with 5 years experience and a track record of transforming user experiences and creating high-impact product solutions. Adept in human-centered design, product management, and design research. Experienced in working on fast-paced projects with the ability to strategize out of ambiguity. Holds an MS in Strategic Design & Management and a passion for social impact through design.

CAREER HIGHLIGHTS

- Led the 0 to 1 Product Management and design of an EdTech app leading to acquisition within 1 year at 50,000 MAUs.
- Product Management and design of 'Search QnA' feature at an EdTech unicorn resulting in V1 launch within 6 months.
- Developed an experiential design project that was one of the top 15 to be displayed in the 'Good Interventions' exhibition.
- Handled collaboratively the entire design process from research to insight and solution for 3 \$1M-\$100k client projects and provided additional design support to 2 client projects over the course of 11 months at IDEO, a pioneering global design firm.

EXPERIENCE

Senior Interaction Designer | IDEO, San Francisco, California

JAN 2023 - NOV 2023

REIMAGINING THE DIABETIC PATIENT EXPERIENCE

Repositioned a global pharmaceutical healthcare company through a 360-degree patient-centric user experience. Engaged with 10 client stakeholders, collaborated across research, business, and interaction design, redesigned critical touchpoints, and conceived new patient-focused features over the course of 12 weeks.

- Redesigned user flows of 3 key touchpoints in the patient journey - web discovery, app onboarding, and troubleshooting, with emphasis on clarity, leading to a simplified and optimized patient experience
- Conceptualized 2 new features - Goals and Learning, to increase patient motivation, areas that emerged as pain points during UX research across 20+ interviews with patients, client experts and healthcare providers
- Collaborated with 10 client stakeholders in biweekly co-design sessions to optimize flows for implementation

DESIGN RESEARCH TO PROMOTE EARLY DEMENTIA DETECTION

Launched a design research initiative for a Department of Public Health in partnership with an established State University. Conceptualised, designed and tested 20 concepts across 15 interviews within the primary care ecosystem leading to the creation of 8 high-impact solutions in 6 weeks.

- Created 25+ sacrificial concepts used to uncover bottlenecks and challenges faced by primary care providers
- Conducted co-design sessions with the client team to narrow down 3 solutions for deployment and testing in the next phase

REDESIGNING THE STUDENT WRITING EXPERIENCE

Strategised foundational design principles and conceptualized student-side features for a generative AI-based educational platform. Engaged with 6 students to test ideas and uncover the core value proposition of the product in a 5-week sprint.

- Crafted 10 innovative feature ideas and conducted UX research and testing within 3 weeks
- Researched and crafted strategies such as use of multimedia and mindfulness to enhance the product's learner inclusivity

Product Manager | BYJU's Think n' Learn Pvt Ltd, Bangalore

JAN 2021 - JUN 2021

An Edtech unicorn company based in India. As part of the Learning and Personalisation workstream, conceptualized, designed and managed the launch of the Search Q&A feature within 6 months. Additionally -

- Designed a content creation tool used by 25+ staff members that enabled the creation of 100,000 questions
- Conceptualized 3 new features - 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

An Edtech startup based in India. Led the 0 to 1 Product Management, including Product Strategy and collaboration with design, content, and software development teams to achieve beta launch in 3 months and acquisition within 1 year at ~50,000 MAUs.

- Launched the 'School@Home' platform within 1 month of COVID onset leading to a white-label partnership.
- Crafted Growth Strategy leveraging product network effects leading to an average addition of ~5300 MAUs.

AREAS OF EXPERTISE

Figma, Adobe Illustrator, Adobe Photoshop, Procreate, Notion, Unity, Human-centered design, Interaction Design, Product Design, Product Strategy, Service Design, UX Design, Design Research, Systems Thinking, Journey Mapping, Prototyping, Wireframes, Web Design, Stakeholder Management, Marketing, English Fluency

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
- Parsons Impact Fellowship, Venture Lab - Building Keriinama, a benefit LLC designed to empower artisans
- Effective Altruism Club & Alt Protein Society campaigning for Meatless Mondays at The New School Cafeteria

National Institute of Fashion Technology - B.Des

AUG 2012 - MAY 2016