

ANAGHAA CHAKRAPANI

Product Designer

Contact Details

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Work Experience & Internships

Product Designer @ BYJU'S, Bengaluru

August 2022 - July 2023

- Built **design system** using **design tokens** (variables) for BYJU'S Classes
- Designed and Shipped **5+ features** with improved user experience across web and app
- Built, Collaborated and lead architecture, wireframes and flows **0-1 product unification app** across BYJU'S products
- Initiated smaller internal **research projects** for better **user/customer understanding**
- Collaborated with PMs, designed, lead a major project which **reduced customer grievance calls** by almost **40%**
- Lead and shipped **3+ end-to-end** projects to **increase customer engagement** (trial + paid)

Product Design Intern @ BYJU'S, Bengaluru

January 2022 - July 2022

- Conceptualised and developed a **holistic profile system** for initiating and increasing **student-to-student interaction**.
- Parts of the project** were **implemented** to collect user data and **improve personalisation** and user experience
- Conducted a **Gen-Z PAN India behavioural research** study with **25+ participants**

Research Intern @ Turian Labs, Pune

June 2021 - July 2021

- Conducted **research studies** mainly across **tier 2,3,4** cities in regional languages
- Executed **user interviews** and recorded the transcripts for **identifying important verbatims**
- Translated interviews and user behaviour into **actionable insights** for improving products' experiences for **Google Health and YouTube**

Publications

- A pandemic-specific 'emergency essentials kit' for children in the migrant BoP communities - IEEE ISC2 2020 Conference
- A deep-learning based multimodal system for Covid-19 diagnosis using breathing sounds and chest X-ray images -Applied Soft Computing, Elsevier Publications

Education

MITID, Avantika University, Ujjain, India

B.Des - User Experience Design

July 2018- June 2022 | CGPA: 8.75

SIES College, Mumbai, India

HSC- Arts + Math | Maharashtra State Board

June 2016 - May 2018 | 82%

Certification & Achievements

- Passed JLPT N4 level Examination
- State Level Badminton Player, Maharashtra
- Represented India at Vans Custom Culture APAC 2017

Skills

Systems Thinking
Information Architecture
Wireframing
Typography
Prototyping
User Interface Design
Creative Programming
Web Development

Tools

Figma
Adobe Illustrator
Adobe Photoshop
Adobe XD
Adobe Dimensions
Framer
Unity
SparkAR

Research Skills

Literature Review
Usability Testing
Insight Mapping
Ethnography
A/B Testing

Languages

Hindi
Tamil
Marathi
Japanese
French

Volunteer Experience

SAATHII, New Delhi

July 2020 - January 2021

- Designing an information brochure for raising funds
- Creating and editing a movie for the initiative taken by the organization in the tea plants of Assam.
- Creating guideline cards for field workers to diagnose and test babies exposed to HIV. This initiative is backed by the Government of India.