ANAGHAA CHAKRAPANI

Product Designer

Contact Details

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Work Experience

Product Designer II @ Dream11

April 2025 - Present

- Launched 2 0→1 features and spearheaded creative & research initiatives for the Cricbuzz11 - Cricket Fantasy app, a Dream11 subsidiary
- Designed & streamlined the in-app creative process between vendors and internal stakeholders
- Reduced TAT by 75% by standardising banner templates/assets with JSON styling and building a custom GPT
- Launched "Upload Team," driving 8% of total teams created per match vs. 2–3% projected
- Drove research initiatives and developed a plan for data-informed product decisions

Product Designer @ Cure.fit

October 2023 - April 2025

- Revamped & launched 6+ core features on the cult.fit app and internal tools, improving usability & engagement
- Drove 3+ 0→1 product initiatives, directly contributing to fitness & sports revenue growth.
- Built a scalable skill assessment framework for badminton, enabling better partner matching for cult PLAY members
- Led research and usability testing with users & stakeholders, uncovering behaviours, mental models, and pain points to generate insights and validate seamless experiences
- Founded & led the internal badminton club to foster culture and team bonding

Associate Product Designer @ BYJU'S Classes

January 2022 - July 2023

- Built a scalable design system and shipped 5+ cross-platform UX features
- Led 0→1 initiatives, incl. ecosystem unification and engagement features like student profiles
- Conducted research, including Gen-Z studies, to inform data-driven product decisions

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%

Skills

- Systems Thinking
- Wireframing
- User Interface Design
- Typography
- Design Systems
- Prototyping
- Vibe Coding
- Web Development

Tools

- Figma
- ChatGPT
- Mid Journey
- Adobe CC
- ProtoPie
- LottieLabs
- Framer
- Cursor

Research Skills

- Literature Review
- User Interviews
- Usability Testing
- Insight Mapping

Languages

- Hindi
- Tamil
- Marathi
- Japanese

Certification & Achievements

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

Research 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