ANAGHAA CHAKRAPANI

Product Designer

Contact Details

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Work Experience & Internship

Product Designer @ Cure.fit
October 2023 - Present

- Revamped and launched 6+ core features on the cult.fit app and internal tools, driving improved usability & user engagement
- Drove 3+ 0-to-1 product initiatives directly contributing to revenue growth for fitness and sports services
- Built a scalable skill assessment framework for badminton, enabling better partner matching for cult PLAY members
- Initiated & conducted contextual research studies users and other stakeholders to understand their behaviours, mental models, pain points and derive actionable insights
- Conducted usability testing and iterative design processes to validate features, ensuring seamless user experiences
- Started and led the badminton sports club, driving organisational culture and team cohesion through sports and recreation

Associate Product Designer @ BYJU'S Classes
August 2022 - July 2023

- Built design system using design tokens
- Designed and Shipped 5+ features with improved user experience across web and native app
- Built and led architecture, wireframes and flows 0-1 product unification app across BYJU'S products
- Built and Shipped 3+ features (0-1) to increase customer engagement

Product Design Intern @ BYJU'S Classes
January 2022 - July 2022

- Designed and implemented a student profile system to drive peer engagement, with phased feature rollouts enhancing personalisation
- Conducted a Gen-Z PAN India behavioural research study with 25+ participants

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
- Web Development

Tools

- Figma
- Adobe Illustrator
- Adobe Photoshop
- ProtoPie
- Framer
- LottieFiles
- Adobe Dimensions

Research Skills

- Literature Review
- User Interviews
- Usability Testing
- Insight Mapping
- A/B Testing

Languages

- Hindi
- Tamil
- Marathi
- Japanese
- French

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