

# ANEESA CHISHTI

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## PROFESSIONAL EXPERIENCE

### Browserstack

Mumbai, India

Product Manager

Jul 2016 - Present

Lead a team of 8 engineers and UX designers to manage browserstack's enterprise product, pricing, and billing system

#### **Product Development**

Built the enterprise product, targeting accounts with annual revenue potential exceeding \$150,000

- Core features included single sign-on, usage analytics, user management, local testing and IP whitelisting
- Introduced modular pricing for bundling core features with complementary enterprise add-ons
- In 7 months, annual recurring revenue (ARR) from enterprise accounts grew to \$3.6 Million

#### **Product Pricing**

Implemented pricing and plans for 4 core products; conceptualized and executed strategy to migrate 22,000 customers (54% of the total) across 3 pricing versions to the new, simplified pricing

- Minimized customer churn by mapping complex legacy plans onto equivalent plans on the new pricing
- Delivered a seamless migration experience; only 7 of 16,900 migrated customers reported issues
- Increased new product sales by 5% (adding \$340,000 ARR) and reduced time-to-launch by 50%

#### **Information Architecture**

Currently driving complete architectural overhaul of the web platform. Built for one product, the existing architecture became unwieldy after numerous makeshift additions

- Defined rules for categorization, labeling and navigation to organize information into intuitive hierarchies
- Conducted usability testing on high fidelity prototypes to assess flexibility of the new navigation system
- Restructured URLs to facilitate cross-product discovery and switching between domains

### Housing.com

Mumbai, India

Product Manager

May 2015 - Feb 2016

Led a team of 8 engineers and product designers to build housing's property discovery experience

#### **Recommendations Engine**

Conceptualized and delivered the recommendation engine which included back-end suggestion algorithms and front-end smart cards to guide users to their intended search

- Reduced dead-end searches by 22% over a 3-month period
- Improved feature discovery by exposing contextually useful but hard-to-find features

#### **Product Communication**

Directed the voice of the product across all user touch points, including in-app messages, push notifications, and emails

- Revised visual design and copy of property alert emailers, which increased user engagement by 14%
- Seamlessly phased out a primary business vertical with over 250,000 active users

### Kaaryah.com

Delhi NCR, India

UI/UX Designer

Oct 2012 - Feb 2014

Conducted UX research that powered Kaaryah's brand story, website design and product line. Worked with the founder to develop marketing collateral for social media which drove 28% of online sales

### Shahi Exports

Delhi NCR, India

Designer

Jun 2010 - Jul 2012

Launched and expanded the outerwear category to a \$5 Million business. Worked with geographically distributed teams and developed a strong sourcing network in Hong Kong

# EDUCATION

<b>Indian School of Business (ISB)</b>	Hyderabad, India
Master of Business Administration (MBA)	Apr 2014 - Apr 2015
Recipient of the Diversity Scholarship, 2014	
<b>National Institute of Fashion Technology (NIFT)</b>	Delhi, India
Bachelor of Design (B.Des)	Aug 2006 - May 2010
Graduated in the top 1% of a batch of 400. Collaborated with India’s Ministry of Textiles to support the art of fabric block printing by developing a contemporary product range retailed in stores across India	

# INDEPENDENT PROJECTS

<b>Shortlist.net</b>	Mumbai, India
UX Design	Jul - Aug 2017
Aligned user experience with the business objective of driving organic online growth. Designed the website to help target customers understand Shortlist’s value proposition	
<b>Hopscotch.in</b>	Mumbai, India
Taxonomy & Categorization	Feb - May 2017
Planned a strategic taxonomy overhaul to build a user-centered, scalable list of categories, in sync with the categorization on the back-end	
<b>Roposo.com</b>	Delhi NCR, India
Personalization	Feb 2015
Designed a comprehensive onboarding plan for the mobile app to capture user preferences, personalize user feed, and increase engagement	
<b>Jammu &amp; Kashmir State Board of School Education</b>	Kashmir, India
Child Centered Pedagogy	Jan 2015
Visualized concepts of diversity, prejudice, lack of opportunity and gender discrimination for a government school curriculum that teaches children to think rather than memorize	
<b>India Today</b>	Delhi, India
Illustrated Journalism	Mar 2013
Created short graphic stories about thought leaders in technology, politics and cinema, as part of India Today’s initiative to popularize illustrated journalism in India	

# COMPETENCIES

Pricing Strategy, A/B Testing, SQL, HTML, CSS