ANEESA CHISHTI
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education

2018-2020 **UNIVERSITY OF CALIFORNIA, BERKELEY**   **BERKELEY, CA**
Master of Information Management and Systems, 4.0 GPA.
- Graduate Student Instructor (Division of Data Sciences) for Human Contexts & Ethics of Data (STSC100).
- Coursework: Principles and Techniques of Data Science, Quantitative Research Methods using R, Data Science and Strategy for Business, Information Organization and Retrieval, Applied Natural Language Processing.
- Selected Projects:
  - Designed and programmed a light-art game played on Nanoleaf panels via the Nanoleaf open API.
  - Prototyped a web app for last mile delivery companies to train and monitor crowdsourced drivers.
- Key skills and Tools:
  - Programming and Analytics: Python (Pandas, Matplotlib, Seaborn), SQL, R, A/B Testing.
  - UX Research: Usability Testing, Ethnography, Netnography, Survey design, Experiment Design.

2014-2015 **INDIAN SCHOOL OF BUSINESS**   **HYDERABAD, INDIA**
Master of Business Administration. One of five (class of 500) recipients of the merit-based scholarship.
- Coursework: Statistical Methods for Management Decisions, Decision Models & Optimization, Consumer Behavior, Marketing Analytics, Pricing, Rural Marketing, Digital Product Development.
- Conducted research under Professor Batra, to devise a positioning strategy for a chain of cosmetic surgery clinics to dispel fears and taboos about gynecomastia among teenage boys.

2006-2010 **NATIONAL INSTITUTE OF FASHION TECHNOLOGY**   **NEW DELHI, INDIA**
Bachelor of Design, 8.18 GPA. Graduated in the top 5% of the class.

experience

2016-2018 **BROWSERSTACK**   **MUMBAI, INDIA | SAN FRANCISCO, CA**
Accel-backed $400M SaaS startup building the testing infrastructure for the internet
Product Manager
- Led a team of 8 engineers and product designers to manage the end-to-end Web product for BrowserStack's self-serve customers generating ~$25M in ARR.
- Launched 'BrowserStack for Enterprise'; generated $6M in ARR within 3 months of launch.
- Reduced monthly churn by 15% by phasing out 3 legacy pricing versions. Migrated 54% of customers (40% of revenue) on legacy pricing to the new, simplified pricing.
- Re-architected web app to facilitate new product discovery and evaluation. Defined and documented rules for categorization, labeling, and navigation. Increased visits to new product pages by 30%.
- Key Skills and Tools: Information Architecture, Wireframing, Prototyping, Road-mapping, Prioritization, PRDs/Job stories, Agile Development, Pricing Strategy, Go-to-market, Product Marketing, Product Sun-setting, JIRA, Confluence, Big Query, Google Analytics.

2015-2016 **HOUSING.COM**   **MUMBAI, INDIA**
Online real-estate search portal (Softbank-backed); Acquired by PropTiger
Product Manager
- Led a team of 6 engineers and product designers to manage Product Discovery and Growth for Housing.com.
- Launched and managed the recommendation engine that doubled leads generated per user and reduced dead-end searches by 22%; added 10% of total new signups per month.

2012-2014 **KAARYAH.COM**   **NEW DELHI, INDIA**
Kaaryah.com is India's first e-commerce brand that designs and sells women's workwear clothing
UX Researcher
- Integrated research findings into every aspect of the business; identified merchandise focus (60% of bestsellers came from this research), helped define online and offline sales strategies, and refined end-to-end onsite experience from user onboarding to returns.
- Key Skills: Field Observations, Remote and in-person interviews, Focus group discussions, Usability studies, Survey design, Storytelling, Persona building, Synthesis and communication of research.

consulting Worked on product consulting projects for diverse products - talent recruiting (Shortlist), fashion discovery & curation (Roposo, Hopscotch.in).

personal Professional Cartoonist and Illustrator - Created graphic stories about technology and politics for India Today - India's most read magazine with a readership of 30M.