

ANEESA CHISHTI

+1 (510) 590 1754 | aneesachishti@berkeley.edu | aneesachishti.work | linkedin.com/in/aneesachishti

EDUCATION

Master of Information Management & Systems | HCI, Data Analytics

UNIVERSITY OF CALIFORNIA, BERKELEY 2018 - 2020

- Coursework: Data Analysis with Python, Quantitative Research Methods using R, Information Organization and Retrieval, User Interface Design,
- Programmed a board game in Python, played on Nanoleaf panels via the Nanoleaf open API.
- Prototyped a web app for last mile delivery companies to train, monitor and guide crowdsourced drivers.

Master of Business Administration | Marketing, Strategy & Leadership

INDIAN SCHOOL OF BUSINESS 2014 - 2015

- Developed a positioning strategy for a chain of cosmetic surgery clinics to dispel fears and taboos about gynaecomastia among teenage boys.
- One of five recipients of the merit-based scholarship.

Bachelor of Design | Visual Design, Comic Art, Apparel Design

NIFT, DELHI 2006 - 2010

EXPERIENCE

Product Manager | Led a team of 8 engineers and product designers

BROWSERSTACK Jun '16 - Jun '18

- Developed and launched 'BrowserStack for Enterprise', catering to large Annual Recurring Revenue customers, generating \$6M in ARR.
- Introduced modular pricing for 'BrowserStack for Enterprise'. Additionally, implemented new pricing and plans for 3 core products.
- Phased out 3 legacy pricing versions. Migrated 54% of customers (40% of revenue) on legacy pricing to the new, simplified pricing. Resultant revenue churn was well below natural monthly churn.
- Rearchitected 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 18%.

Product Manager | Led a team of 6 engineers and product designers

HOUSING.COM May '15 - May '16

- Launched the recommendation engine which included back-end suggestion algorithms and front-end cards to guide users to suitable properties, and expose contextually useful but hidden features. Reduced dead-end searches by 22%.

UX Researcher | Founding team member

KAARYAH.COM Oct '12 - Feb '14

- Identified product focus for the business to compete in the crowded women's workwear category, by conducting and analyzing qualitative user research. 60% of the bestsellers were products of this research.

Designer | Market Expansion

SHAHI EXPORTS Jun '10 - Jul '12

- Launched and expanded the outerwear category to a \$5M business.

SKILLS & TOOLS

Programming

Python, HTML, CSS, JavaScript

Analytics

SQL, R, Amplitude, BigQuery, A/B Testing, Google Analytics,

Product Management

Roadmapping, Prioritization, PRDs/Job stories, Agile Development, Pricing Strategy, Go-to-market, Product Marketing, Product Sunsetting, JIRA, Confluence, Basecamp

UX

Information Architecture, Wireframing, Prototyping, Usability Testing, Ethnography, Netnography, Sketch, Principle, Adobe CC, Invision, Zeplin

CONSULTING PROJECTS

Purchase Experience

SHORTLIST.NET | Tech Recruiting

Jul 2017

Designed the online purchase experience to help recruiters understand Shortlist's value in quantifiable ways.

Taxonomy & Categorization

HOPSCOTCH.IN | eCommerce

Feb 2016

Worked with Finance and Merchandising to build a user-centred list of categories for better front-end search, and efficient back-end computations such as taxation.

Child Centered Pedagogy

J&K STATE BOARD OF EDUCATION

May 2015

Visualized concepts of diversity, prejudice and gender bias for textbooks for 6th graders.

Illustrated Journalism

INDIA TODAY | Biweekly Magazine

Mar 2013

Created stories about technology, politics and art, as part of India Today's initiative to popularize illustrated journalism in India.