ANEESA CHISHTI

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PROFESSIONAL EXPERIENCE

Browserstack
Product Manager

Mumbai, India
Jul 2016 - Present

BrowserStack is a SaaS product used by over 40,000 companies, across 135 countries, for browser and mobile app testing

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

Product Development
Built the enterprise product, targeting enterprise 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
- Within 6 months of launch, the enterprise product added $3.6 Million to the annual recurring revenue (ARR)

Product Pricing
Implemented pricing and plans for 3 core products; conceptualized and executed strategy and communication to migrate 54% of all customers (22,000) 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 unweidly after numerous makeshift additions

- Defined rules for categorization, labelling and navigation to organize information into intuitive hierarchies
- Conducted usability testing on high fidelity prototypes to assess flexibility of the new navigation system
- Organized URLs into subdomains and subdirectories to balance UX with search engine optimization

Housing.com
Product Manager

Mumbai, India
May 2015 - Feb 2016

Housing is India's leading Real Estate search portal, across 40 cities, mapping 650,000+ houses. Valued at $400 Million

Led a team of 6 engineers and UX designers to build Housing.com's property discovery experience

Recommendation 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, and expose contextually useful but hidden features

- Analyzed empirical data to identify reasons for low conversion. eg: 'poor filter usage' , 'missing search criteria'
- Defined card types, trigger logic and actions to help users adjust their search and find properties
- Reduced dead-end searches by 22% in less than 4 months

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

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

Kaaryah.com
UI/UX Designer

Delhi NCR, India
Oct 2012 - Feb 2014

Kaaryah is an e-commerce brand of western, non-casual wear targeting the Indian working women

Conducted UX research to refine website design, and enhance brand story. Developed marketing collateral for social media which drove 28% of online sales

Shahi Exports
Designer

Delhi NCR, India
Jun 2010 - Jul 2012

Shahi is India's largest premium garment and home furnishings exporter, with an annual turnover of $750 Million

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

Indian School of Business (ISB)   Hyderabad, India
Master of Business Administration (MBA)   Apr 2014 - Apr 2015

> Recipient of the Diversity Scholarship, 2014. Winner of ISB's Campus Entreprenership Challenge

National Institute of Fashion Technology (NIFT)   Delhi, India
Bachelor of Design (B.Des)   Aug 2006 - May 2010

> Graduated in the top 1% of a batch of 400

- National Finalist, Sustainable Design Challenge, ITC-Wills Debut, 2010
- Awarded Best concept for Fabric waste-minimization approaches to apparel production, NIFT 2009
- Collaborated with India's Ministry of Textiles to revive the art of block printing by developing a contemporary product range retailed in stores across India

CONSULTING PROJECTS

Shortlist.net | *HR Technology product*   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

Times of India | *Daily newspaper*   Mumbai, India
Times Cartoonist hunt   Aug 2017

> Created a character to represent the common woman in India; national finalist out of 5000+ participants

Hopscotch.in | *E-commerce for mother & child products*   Mumbai, India
Taxonomy & Categorization   Feb - May 2017

> Planned a strategic taxonomy overhaul to build a user-centered, scalable list of categories, in sync with back-end categorization; improved onsite search experience

Roposo.com | *Online fashion discovery and curation app*   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

Jammu & Kashmir State Board of Education | *School Education*   Kashmir, India
Child Centered Pedagogy   Jan 2015

> Illustrated concepts of diversity, prejudice, lack of opportunity and gender discrimination for a government school curriculum that teaches children to think rather than memorize

India Today | *Fortnightly news magazine*   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

SKILLS

Adobe Creative Suite	Pricing Strategy	Information Architecture	Digital illustration
SQL/Big Query	Roadmapping	Rapid Prototyping	Installation Art
HTML, CSS	Prioritization	Usability Testing	Sculpture
A/B Testing	Go-to-Market	Wireframing	
Sketch			