ANEESA CHISHTI

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

EDUCATION

Aug '18 - May '20 **MS, Information Management & Systems** | Product Management, UX Design
UNIVERSITY OF CALIFORNIA, BERKELEY

Apr '14 - Apr '15 **Master of Business Administration** | Marketing, Strategy & Leadership
INDIAN SCHOOL OF BUSINESS

Aug '06 - May '10 **Bachelor of Design** | Visual Design, Comic Art
NIFT, DELHI

EXPERIENCE

Jul '16 - Jun '18 **Product Manager** | Led a team of 8 engineers and product designers
BROWSERSTACK

Developed and launched BrowserStack for Enterprise, BrowserStack's enterprise product generating $6M in Annual Recurring Revenue. Introduced modular pricing for need-based bundling of core features (SSO, usage analytics, user management) with premium add-ons.

Simplified the Pricing & Billing systems. Migrated 54% of customers (40% revenue at risk) across 3 legacy pricing versions to the new, simplified pricing without any increase in monthly churn. Reduced engineering overhead and cut time-to-launch by 50%.

Upgraded website information architecture, and UI to facilitate new product discovery and evaluation. Increased visits to new product pages by 18%.

May '15 - May '16 **Product Manager** | Led a team of 6 engineers and product designers
HOUSING.COM

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

Oct '12 - Feb '14 **UX Researcher** | Founding team member
KAARYAH.COM

Conducted and analyzed user research to help establish product-market fit. Findings also guided user onboarding, sales strategy and contributed to the overall brand story.

Aug '06 - Aug '10 **Designer** | Individual contributor, Market Expansion
SHAHI EXPORTS

Launched and expanded the outerwear apparel category to a $5M annual business.

CONSULTING ASSIGNMENTS

Jul '17 - Aug '17 **Product Pricing & Positioning** | Shortlist.net (Tech Recruiting)
Directed the design of product plans, and pricing page UX to help recruiters understand Shortlist's value in quantifiable ways, such as a calculator to estimate cost savings.

Feb '16 - Apr '16 **Taxonomy & Categorization** | Hopscotch.in (eCommerce)
Worked with Finance, Merchandising and Product, to build a user-centred, scalable list of categories for better front-end search, and back-end computations such as taxation.

May '15 - Aug '15 **Child Centred Pedagogy** | J&K State Board of Education (Education, Government)
Visualized and illustrated concepts of diversity, prejudice and gender bias for textbooks for 6th graders.

Feb '13 - Mar '13 **Illustrated Journalism** | India Today (Biweekly Magazine)
Created short graphic stories about technology, politics and art, as part of India Today's initiative to popularize illustrated journalism in India.

SKILLS & TOOLS

Data Analytics | SQL, Python, R, Amplitude, Google Analytics, BigQuery, A/B Testing

UX & Prototyping | Wireframing, Usability Testing, Sketch, Invision, HTML, CSS, JavaScript