ANEESA CHISHTI

(+91) 981-043-0481 | aneesa.chishti@gmail.com | aneesachishti.work

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

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

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
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

Indian School of Business (ISB)
Master of Business Administration (MBA)

Hyderabad, India
Apr 2014 - Apr 2015

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

National Institute of Fashion Technology (NIFT)
Bachelor of Design (B.Des)

Delhi, India
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 resuscitate the art of block printing by developing a contemporary product range retailed in stores across India

INDEPENDENT PROJECTS

Shortlist.net
UX Design

Mumbai, India
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

Hopscotch.in
Taxonomy & Categorization

Mumbai, India
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
Personalization

Delhi NCR, India
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 School Education
Child Centered Pedagogy

Kashmir, India
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

India Today
Illustrated Journalism

Delhi, India
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	Generative Research	Information Architecture	Digital illustration
SQL/Big Query	Pricing Strategy	Rapid Prototyping	Installation Art
HTML, CSS	Roadmapping	Usability Testing	Sculpture
A/B Testing	Prioritization	Interface Design	
Sketch	Go-to-Market	Wireframing	