

SHYAMALI PANDA

Hindi Localization Executive | Bengaluru, India

 +91-7903937163 |  shyamalijsr790@gmail.com

 LinkedIn: <https://www.linkedin.com/in/shyamali-panda-6152a1185/>  Portfolio: <https://www.shyamali-panda.in/>

SUMMARY

Process-focused content and language professional with over 1.5 years of experience in regional app curation, localization, and conversational design. Adept at transforming user journeys through content-driven UX strategies and scalable workflows. Currently working at PhonePe's Indus Appstore to optimize regional discoverability and now transitioning into process design with a strong foundation in UX flows, chatbot systems, and user engagement strategies.

SKILLS

- Process Flow Design
- User Research & UX Writing
- Figma | Freshdesk | Strapi | CMS | TMS
- JIRA | Qlik sense | Brahma Fabricator
- Python (NLP-focused)
- App Curation | Performance Metrics | SEO

EXPERIENCE

PhonePe - Indus Appstore

Localization Executive – Hindi

Oct 2023 – Present

- Lead Hindi content localization and app curation for Indus Appstore across Xiaomi, Lava, and Arcatel devices
- Boosted regional installs and engagement from 24K to 75K within 12 months through structured push campaigns & curated homepage collections.
- Developed a Transliteration Tool (11- member team) and modular curation system to reduce manual effort and scale localization, reducing manual work by 40%
- Authored 5+ SOPs to streamline release cycles and improve cross-functional collaboration

Lysto, Bangalore

Technical Content Developer

Feb 2023 – Sep 2023

- Designed conversational support flows on FreshDesk for Web3 gamers
- Conducted weekly AMAs to gather user pain points and converted insights into content design
- Executed keyword strategy for gamer-focused SEO optimization

PROJECTS & PORTFOLIO

Kashibot – Conversational Design for Heritage Sites

BHU | Aug 2023

- Created multilingual chatbot in Hindi, English & Telugu for Varanasi temples
- Built complete conversation architecture in Figma
- View Figma Project: [Project Framework](#)

Respin Transcription Project

IISc | Mar 2023

- Phonetic transcription of Hindi audio from Agriculture & Finance domains using Rev, Wavesurfer

Hindi Morphological Generator

BHU | Feb 2023

- Built NLP tool using Python for analyzing gender, number & case in Hindi nouns

CERTIFICATIONS

- [Product Management: Building a Product Strategy – PMI® REP \(May 2025\)](#)
- [Conversational Design – Cognigy Academy \(May 2023\)](#)
- [Python for Data Science – IBM \(April 2023\)](#)

EDUCATION

Banaras Hindu University (BHU)

MA, Linguistics – 2021–2023 | CGPA: 8

BA, English Hons. – 2018–2021 | CGPA: 8.5