

Anupriya Kashyap

Design and Research with over 8years of Experience

Education

IDC, IIT Bombay

Master in Design (2013-2015)

Indraprastha University, Delhi

B.Tech Computer Science Engineering (2007-2011)

Experience

Nykaa

Senior Product Designer (Apr 2022-Sept 2023)

- Developed a phased design strategy for a comprehensive post-order experience revamp in collaboration with the Product Team.
- Designed and implemented an in-house CS Panel, replacing a third-party system to streamline customer service operations.

Product Designer (Feb 2020-May 2022)

- Led Post Order Experience and CS Panel for Nykaa Beauty, Fashion, and Man, overseeing strategy and execution for enhanced customer interactions.
- Pioneered an alternative research method with the CS team, utilizing rich data insights to inform ongoing design projects effectively.
- Managed day-to-day tasks from Product and Business teams related to post-order operations.

Doubtnut

UX Lead (July 2019-Feb 2020)

- Mentored a team of 3 designers, ensuring design consistency and professional growth.
- Collaborated with PMs and multiple teams to conduct rapid experimental user research with over 1,000 students across 5 tier 2 and tier 3 cities over 8 months, gathering insights on this untapped market segment.
- Successfully revamped the library's information architecture, redesigned search functionality, and improved NCERT solutions for the next half billion users.

Sheroos

UX Lead / Product Manager (Sept 2018 - Jan 2019)

- Led the SHEROES Vernacular project, launching the app in Hindi and achieving 47% user adoption by January 2019, leading to development in three more languages in the 2nd phase.

UX Lead (Oct 2017 - Aug 2018)

- Mentored a team of 10 designers, defining brand guidelines, product style guide, and pattern language for web, mobile, and print from scratch.
- Led the complete revamp of the SHEROES app, from job features to women-only communities.
- Conducted workshops on UX design during the company's Product Bootcamp, explaining design processes, techniques, and their impact on business and product development.

Skills

Design Strategy
User Research
Ethnographic Research
Contextual Inquiry
Focused Group Discussion
User Journey Mapping
Empathy Mapping
Market Research
Usability Testing
Product Strategy
Prototyping
Wire-framing
Information Architecture
Concept Development
Visual Design
Illustration
Animation Basics

Softwares

Figma
Sketch
Adobe XD
Miro
Principle
Adobe InDesign
Adobe Photoshop
Adobe Illustrator
Adobe Premier Pro
Final Cut Pro

Smoke of Fireflies Design Cafe

Co-Founder (July 2016-Oct 2017)

- Established a design studio-cum-cafe in Goa, blending art and tourism.
- Organized events, workshops, and exhibitions for marketing and fundraising, collaborating with diverse professionals.

Shaadi.com, People Interactive

UX Lead (July 2015-June 2016)

- First designer and researcher for Family Shaadi.com (now Sangam.com), now the fastest-growing matrimony site with over 100,000 success stories.
- Conducted weekly usability tests on Shaadi.com's mobile and web platforms to enhance user-centric design, including profile page, payment page, home page, landing page, and sign-up process.

Interests

Dogs
Cooking
Photography
Crafts
Gardening

Contact

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Portfolio Link

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