



ANAGHAA CHAKRAPANI

Product Designer

Contact Details

anaghaa0210@gmail.com

linkedin.com/in/anaghaa-chakrapani/

anaghaa.com

Work Experience & Internship

Product Designer @ Cure.fit

October 2023 - Present

- product & design for cult transform, cult PLAY, coach app, cult ACADEMY & other internal tools
- Building sports community org wide for inculcating the spirit of sportsmanship among employees at Bangalore HQ

Associate Product Designer @ BYJU'S Classes

August 2022 - July 2023

- Built design system using design tokens
- Designed and Shipped 5+ features with improved user experience across web and native app
- Built and led architecture, wireframes and flows 0-1 product unification app across BYJU'S products
- Initiated internal research projects for better user/customer understanding
- Built and Shipped 3+ features (0-1) to increase customer engagement

Product Design Intern @ BYJU'S Classes

January 2022 - July 2022

- Conceptualised and developed a holistic profile system for initiating and increasing student-to-student interaction.
- Parts of the project were implemented to improve personalisation and user experience
- Conducted a Gen-Z PAN India behavioural research study with 25+ participants

Research Publications

- A pandemic-specific 'emergency essentials kit for children in the migrant BoP communities - IEEE ISC2 2020 Conference
- A deep-learning based multimodal system for Covid-19 diagnosis using breathing sounds and chest X-ray images -Applied Soft Computing, Elsevier Publications

Education

MITID, Avantika University, Ujjain, India

B.Des - User Experience Design

July 2018- June 2022 | CGPA: 8.75

SIES College, Mumbai, India

HSC- Arts + Math | Maharashtra State Board

June 2016 - May 2018 | 82%

Skills

- Systems Thinking
- Wireframing
- Typography
- Design Systems
- Prototyping
- User Interface Design
- Creative Programming
- Web Development

Tools

- Figma
- Adobe Illustrator
- Adobe Photoshop
- Adobe XD
- Adobe Dimensions
- Framer
- Unity
- SparkAR

Research Skills

- Literature Review
- Usability Testing
- Insight Mapping
- Ethnography
- A/B Testing

Languages

- Hindi
- Tamil
- Marathi
- Japanese
- French

Certification & Achievements

- Passed JLPT N4 level Examination
- State Level Badminton Player, Maharashtra
- Represented India at Vans Custom Culture APAC 2017

Volunteer Experience

Japan Habba

May 2023

- Part of installation and decor team
- Ideated & executed life-size installation around the venue