Anushree Shukla

Product Manager

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Diversity & Inclusion

Career Committee | Session Chair
Grace Hopper Celebration'19 | Orlando

Program Fellow, Myna Mahila Foundation
Supported by Megan, Duchess of Sussex

HCI Track Committee | Session Chair
Grace Hopper Celebration'18 | Houston

Director of Diversity Efforts
Women in Informatics '17 - '18 | Seattle

Teaching Assistant & Peer Mentor
University of Washington | Seattle

International Student Specialist
UW Office of Admissions | Seattle

Skills

Scrum Master Certified
Jira, Scrum, Documentation, Planning, Slack, Budgeting, Prioritization, Scheduling

Design
Sketch, Illustrator, Figma, Invision, Zeplin, Whiteboarding, Competitive Analysis.

Code
SQL, Data Structures, Python, Webflow, HTML/CSS, Java I & II (Intermediate)

User Research
nVivo, Qualitative, A/B Testing, Interviewing, Focus Group, Usability Testing

Video Editing
iMovie, Adobe Premiere Pro

Publications

Best Student Paper @ SIGACCESS 2017
Zolyomi, A., Shukla, A., & Snyder, J. "Technology-Mediated Sight: A Case Study of Early Adopters of a Low Vision Assistive Technology."

Education

University of Washington
B.S Informatics (INFO) | 3.44
Dean's List (4 Quarters) | Graduated 2018

Immigration Status

US Citizen & Overseas Citizen of India

Lived in 3 countries and visited over 50+ cities

Product Experience

Hover to access links

Product Manager, Tendersinfo Pvt Ltd
January' 19 - Present | Mumbai, India

• Created, executed and managed project plans spanning across technology, sales, design, marketing, product and content
• Wrote SQL queries to draw customer insight and analyze data usage
• Engaged with non-renewal clients and competitors to identify gaps
• Conducted A/B testing on multiple web product features
• Led marketing initiatives such as moderating webinars, hosting corporate events and editing videos on iMovie and Final Cut Pro X to tight deadlines

Content Creator, Aspiring Youtuber Vlogger
February' 18 - Present | Global Totter

• Scripted, edited and produced dance videos to Bollywood songs in live locations, interacting with unknown crowds and capturing reactions
• Blogged motivational, positive and reflective stories for Gen Z audience
• Scripted/Video Produced Bid Excellence Awards highlighting the best Goverment Projects in India

Lead Organizer, Myna Speaks [A Myna Foundation Initiative]
February' 19 - July'19 | Mumbai, India

• Envisioned branding, communication and target audience of the Myna Speaks Conference that highlighted women's health issues during periods in India
• Led the sponsorship team and managed intern recruitment
• Interviewed community members, pad women to understand user needs
• Recruited 6 designers and program managed conference creatives including a new logo, merchandise, invites, social media marketing, stage backdrop, banners, shirts and audience giveaways
• Collaborated with a geographically distributed team to deliver quality work and meet tight deadlines

User Experience Designer/Project Manager, Porch.com
January '18 - June '18 | Seattle, WA

• Drove the UX and Poster Design of Lawn Vision, a conceptual walk through of the computer vision web page estimating lawn size of plots in Seattle and Austin
• Project managed end to end application development, enforcing scrum, creating tickets and acceptance criteria, running meetings and interacting with data scientists, designers, full stack software engineers, business executives.

Digital Strategist, West Monroe Partners
June '17 - August '17 | Seattle, USA

• Consulted the UW Haring Center for Inclusive Education that provides early education to children with and without disabilities, training professionals statewide
• Interviewed parents of children with disabilities to understand their needs
• Worked to develop the current state for schools with special need programs and provided recommendations by creating GTM strategies and business plans
• Co-led a 5-day design sprint in St Louis for Maritz Motivation
• Sketched/Designed wireframes for employee engagement and incentive app

UX Intern, Design for Use
June ' 16 - August '16 | Gurgaon, India

• Conducted user research for India's largest health insurance (Apollo Munich)
• Based on stakeholder interviews, quality assurance calls, and weekly board meetings, I designed wireframes, user journeys and style guides

Marketing/PR Intern, Abundantia Entertainment
August ' 15 - September '15 | Mumbai, India

• Green-lighted scripts for movies such as Airlift, Noor, Toilet Ek Prem Katha
• Created Instagram and Facebook handles for upcoming films
• Participated in post-production and created marketing, PR, financial strategies