

Ankita Thakur

Product Designer

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EDUCATION

M. Des 2015–2019	National Institute of Design Ahmedabad
B. Arch 2009–2014	Chandigarh College of Architecture Punjab University, Chandigarh

SKILLS

Design / Brand & identity design, Marketing design, UI/UX design, Integrated campaign design, Multi-platform design, Design systems, Mentorship, Team management

User experience / Usability testing, User interviews, Prototyping, Stakeholder management

WORK EXPERIENCE

SplashLearn, Gurgaon

Product Design Lead / Growth

Jan 2023 – Present

Previously Sr. Product Designer

Focusing on improving conversion metrics for Splashlearn parents.

- Improved engagement by 18% for trial users by personalising dashboard content.
- Reduced Day 1 trial cancellations by 32% through revised paywall communication.

Design Lead / Brand & Communications

Feb 2019 – Jun 2022

Previously Sr. Graphic Design, Graphic Designer

Addressing all brand and marketing related design requirements and leading a team of multi-disciplinary creatives.

- Led the rebranding for SplashLearn as PoC, facilitating reviews, maintaining and updating the brand guide, and ensuring brand consistency across all touchpoints.
- Scaled content creation for SEO by developing an illustration system, producing 20 blogs per week, contributing to organic traffic and improved engagement.
- Created CPPs and Events for App Store, leading to SplashLearn's feature in the Top 10 in the US, driving a 20% increase in TTR and 15% increase in CR.
- Activated organic marketing channels like Instagram and Pinterest with regular creatives and content to boost engagement.

Integrated Design Services @NID, Ahmedabad

May – Oct 2019

Design Associate

Developed brand identity and usage guidelines for IIM Jammu, Cluster University of Jammu, Cluster University of Srinagar, under mentorship of Tarun Deep Girdher.

OYO, Goa

Jan – Apr 2018

Design Consultant

Worked on project-basis to scale up OYO Home properties in Goa through a visual design system. This system expanded beyond FFDL to promotional and print content for OYO Home.

Eklavya, Bhopal

May – Dec 2017

Design Intern

As a part of the degree project, I illustrated and designed a publication to initiate social dialogue in the classroom. In addition, I also facilitated multiple co-creation workshops at primary schools.