

Pooja Chandrashekar

Product Designer

Product and Visual Designer with 3 years of experience in alumni management, e-commerce and wellness with additional skills in branding and graphic design.

EXPERIENCE

Product Designer

Mar 2023 - Present

Almabase | Bangalore, India

Bootstrapped alumni engagement platform used by 600+ universities, driving \$5M ARR growth and becoming a leading Blackbaud partner

- Designed and delivered the consent-driven Text Communication feature, improving alumni engagement and communication efficiency while ensuring regulatory compliance and usability.
- Led the re-design of the Email Communication, modernising the interface and workflows to align with updated design systems, resulting in a lower Customer Effort Score (from -3.6 to -2.0).
- Co-designed and launched the self-serve Programs feature, enabling schools to independently create community tools like Business directories and Job boards, driving adoption across 44+ accounts and significantly reducing platform churn.
- Maintained design quality and project tracking by managing tasks and iterations on Asana and Notion, ensuring seamless collaboration and timely delivery.

UX Designer

Oct 2022 - Jan 2023

Capcons | Delhi, India

An ad-free platform for creators to monetise with real time feeds

- Designed sitemaps, user flows, and high-fidelity screens for the Capcons website, along with social media posts and marketing banners
- Created social media posts and marketing banners to enhance brand visibility and engagement.

UX Design Intern

Jan 2022 - Jun 2022

Argonauten | Hamburg, Germany

A digital agency specialising in UI/UX design, platform development to enhance customer experiences and drive business growth

- Co-designed the Argonauten website, enhancing usability and visual appeal
- Developed user journeys and personas for brands like Ford and Genesis to align digital experiences with customer needs.
- Conducted heuristic evaluations and competitor analysis to identify UX gaps and recommend improvements for an asset management platform.

 ipoojachandrashekar.com

 [LinkedIn Profile](#)

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SKILLS

Research

Survey
Heuristic evaluation
User behaviour analysis
Competitive analysis

Experience design

Design Thinking
Product Design
UI Design
Visual Design
Prototyping

Tools

Adobe creative cloud
Figma
Miro
Asana
Notion

EDUCATION

PESIT, Bangalore, India
Bachelor of Computer Applications

Miami Ad School, Berlin, Germany
Art Direction & Design

Wiztoon Academy of Design
Certification in UX Design

UX Designer intern

Jun 2021 - Dec 2021

Unikwan | Bangalore, India

A UX design agency focused on user-centred digital experiences through research and usability

- Redesigned the Indian American Eagle shopping website for mobile and desktop to enhance accessibility and user experience
- Ran usability tests across seven ABFRL brands to provide actionable insights that optimised digital shopping experiences.
- Collaborated with startup founders on Mamma Miya to improve usability, information architecture and overall UI and UX