

Mishty Jani

✉ janimishty@gmail.com

🌐 www.mishtyjani.com

🏠 Bangalore, India

As a former strategy consultant, my skills as a designer go beyond ideating and creating attractive features. I am also skilled in managing stakeholder relationships and needs. After a brief break in Europe, I am eager to get back to designing products that solve problems and make a difference.

EDUCATION

Bachelor of Business Management - Marketing
Christ University

Jun '09 - Apr '12 | Bangalore, India

User Experience & User Interface Bootcamp

Design Boat Design School

Aug '19 - Dec '19 | Bangalore, India

AWARDS & RECOGNITION

Learn & Connect

Values Award (2021)

BookMyShow

For Customer Centricity -
championing inclusivity

TECHNICAL SKILLS

Proficient in

- User research
- User testing
- Wireframing
- Rapid prototyping
- Interaction design

INTERESTS & ACTIVITIES

Digital illustration

Currently learning digital illustration on Procreate

Discovering Coffee Culture

Exploring & learning more about the local coffees in Karnataka

Overlay

Product Designer, Bangalore, India Mar'24 - present

AI-powered in-app companion | Revolutionising how users interact with e-commerce

- Collaborated with the founders to design concepts for the AI assistant; The company acquired the first 3 customers for the pilot based on these designs.
- Researched and validated attitudes towards the AI assistant by doing in-depth user interviews.

Relocation, travel and personal projects Tallinn, Estonia Mar'22 - Jan'24

Embraced the expat life in Estonia to focus on personal projects and travel. Started my own Supper Club focusing on Indian cuisine that is beyond 'naan & curry'. Also, engaged a strong community of over 300 expat women by facilitating various events; travelled to 10 countries.

BookMyShow

Product Designer, Bangalore, India Oct'20 - Feb'22

India's largest online ticketing platform | Over 60 million users in 650+ cities

- Designed flows for card application & management of BookMyShow's new credit card that is expected to generate a revenue of \$1.5 million annually.
- Defined the flows for purchase of add-ons; Expected to contribute to 30% of the total revenue from Live Events.
- Designed better discovery for high earning live event venues; Expected to scale from 120 to 400+ venues transacting exclusively on BookMyShow.
- Designed a login at checkout feature to convert guest users to logged-in users.
- Standardised the design for the in-app ticket stubs making post-purchase actions such as coupon redemption, simpler; Reduced calls to customer support by 20%.

Freelance

Product Designer, Bangalore, India Jan'20 - Oct'20

- Validated the client's idea for a blue-collar workers recruitment app by doing research; Almost 70% of users complete tasks easily during prototype testing.
- Advised on organisation strategy and designed the website for Karunachal Foundation; Built a funnel of 12 potential donors in the first 6 months.

Sattva Consulting

Senior Strategy & Design Consultant, Bangalore, India Mar'18 - Oct'19

Strategy & Design Consultant, Bangalore, India Oct'16 - Mar'18

India's leading impact consulting firm | Influences policymakers, and partners with fortune 500 corporations & non-profits to create sustainable & measurable impact

- Advised on MVP features for Shift, Sattva's new CSR Management tool; Shift brought in a revenue of \$32,000 during the first year.
- Researched & designed the curriculum for L&T Financial Services' Digital Sakhi; Adoption of digital payments among rural women went from 9% to 32% in 1 year.
- Collaborated with the American India Foundation to design & implement an English literacy program; Program reached 44,000 rural students within 6 months.

Teach For India

Teaching Fellow, Pune, India May'14 - Jun'16

Indian chapter of the Teach for All network | Focused on ending education inequity

- Designed a reading program to help students get closer to their expected reading levels; Average reading levels increased by 1.8 levels in 6 months.
- Implemented periodic workshops for students & parents; Increased average student attendance from 40% to 97% in 3 months.

MaaS360 by Fiberlink, an IBM company

Account Manager, APAC, Bangalore, India May'12 - Feb'14

Cloud-based enterprise mobility management solution | Acquired by IBM in 2013

- Acquired the first 6 customers in Asia-Pacific for MaaS360, IBM's Mobile Device Management product, and defined the inside sales process for the region.