

AYESHA SHAKYA

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WORK EXPERIENCE

MALALA FUND

Product Manager

NEW YORK, NY

2020 – Present

- Led the redesign of malala.org to improve messaging and donations, resulting in a 30% increase in end of year digital fundraising
- Led the redesign of assembly.malala.org, resulting in a 21% increase in site traffic
- Designed and led usability studies with Assembly readers, resulting in 300% increase in site submissions
- Led cross-functional team of 4 designers and 3 engineers, implementing weekly design sprints and reviews, unblocking engineers, performing quality assurance tests and ensuring alignment across all stakeholders
- Won the highest honor for excellence on the internet for the redesign of malala.org and assembly.malala.org:
 - 2021 Webby Honoree for Charitable Organizations/ Non-Profit Websites and Mobile Sites for malala.org
 - 2021 Webby Honoree for Diversity & Inclusion Websites and Mobile Sites for assembly.malala.org
 - 2020 Webby Award for Websites and Mobile Sites Email Newsletters for assembly.malala.org

Digital Producer

2019 – 2020

- Led content partnership with YouTube to produce a video series highlighting Malala Fund's work
- Led production for digital fundraising campaign with Malala Yousafzai, raising over \$1M

META

News Partnerships Coordinator

NEW YORK, NY

June 2017 – December 2018

- Supported a global cross-functional team to measure engagement metrics for programs under the Facebook Journalism Project and analyzed sentiment data from over 500 news partners globally

NEPALI TIMES

Product Manager

NEPAL

November 2013 – June 2016

- Oversaw a team of journalists, designers and engineers to build news products and multimedia for nepalitimes.com, leading to a 50% increase in subscriptions
- Developed content strategy for Facebook, Twitter and Instagram and tracked audience engagement, leading to a 400% growth in follower count

PROJECTS

INSTAGRAM

User-experience Researcher

NEW YORK, NY

June – December 2017

- Partnered with Instagram for master's thesis and conducted research with over 30 news publishers and creators on ways to use Instagram Stories to maximize engagement
- Delivered "[Tap for News](#)", a set of guidelines laying out best practices on creating engaging and insightful news content for Instagram Stories

THE WALL STREET JOURNAL

User-experience Researcher

NEW YORK, NY

January – May 2017

- Conducted in-depth research on personalization of the WSJ app, designing three rounds of user testing to prioritize improvements

EDUCATION

NEW YORK UNIVERSITY

Master of Arts in Journalism; Digital Communication and Media/ Multimedia

NEW YORK, NY

2016 – 2017

- Awarded the 2018 New York Emmy
- Nominated for the 2018 Webby Awards
- Awarded the 2016 American Association of Women (AAUW) International Fellowship

NANYANG TECHNOLOGICAL UNIVERSITY

Bachelor of Engineering; Information Engineering & Media

SINGAPORE

2009 – 2013

SKILLS

Product skills: Product thinking, Product strategy, Road mapping, Agile Scrum, Design and UX principles, A/B testing and experimentation

Creative tools: Adobe Photoshop, InDesign, Premiere, Figma, Zeplin, Miro

Organizational tools: G Suite Apps, Asana, AirTable, Monday.com

Languages: HTML, CSS, JavaScript, Python