

AYESHA SHAKYA

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EXPERIENCE

MALALA FUND

Product Manager

NEW YORK, NY

2020 – Present

- Lead product strategy and development and a team of 4 designers and 3 engineers to revamp Malala Fund's digital products, standardize processes and ensure alignment across all cross-functional teams and stakeholders
- Led the redesign of and launched malala.org, focused on optimizing the donation flow on the website, which resulted in a 10% increase in conversion rate
- Launched assembly.malala.org and led redesign of its email newsletter, resulting in a 21% increase in site traffic
- Oversaw user research with Assembly readers to ensure girls' voices are incorporated in the design and development of the digital publication
- Won the following awards 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 series of videos highlighting Malala Fund's work globally and showcasing young women and girls' stories
- Awarded The Telly Awards for Social Video, Not for Profit Series category for content series with YouTube

META

News Partnerships Coordinator

NEW YORK, NY

June 2017 – December 2018

- Supported a global team to measure the impact of programs under the Facebook Journalism Project
- Analyzed survey and sentiment data from over 500 news partners globally

NEPALI TIMES

Product Manager

NEPAL

November 2013 – June 2016

- Oversaw digital storytelling and led a team of reporters and photographers to produce multimedia projects for nepalitimes.com
- Built interactives using JavaScript and tools like Tableau and Mapbox, resulting in a two-fold increase in subscriptions
- Developed social strategy and tracked audience growth, leading to a 30% growth in follower count

PROJECTS

INSTAGRAM

User-experience Researcher

NEW YORK, NY

June – December 2017

- Partnered with Instagram for Master's thesis project and researched on ways publishers and creators use Instagram Stories for news
- 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

- Researched on personalization for the redesign of the WSJ app
- Conducted three rounds of user testing on the What's News app, The Wall Street Journal's news digest app, and used the findings to support their decision to fold the app's functionality with the main WSJ app

EDUCATION

NEW YORK UNIVERSITY

Master of Arts in Journalism; Studio 20: Digital First

NEW YORK, NY

2016 – 2017

- Awarded the 2018 New York Emmy for "Finding Sanctuary", a multimedia project designed and produced by the Studio 20 team
- Finalist of the 2018 Webby Awards for Websites - Community category + People's Voice for "Finding Sanctuary"
- Awarded the 2016 American Association of Women (AAUW) International Fellowship for women who are not U.S. citizens or permanent residents to pursue full-time graduate or postdoctoral study in the United States

NANYANG TECHNOLOGICAL UNIVERSITY

Bachelor of Engineering; Information Engineering & Media

SINGAPORE

2009 – 2013