

AYESHA SHAKYA

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WORK EXPERIENCE

MALALA FUND

NEW YORK, NY

Product Manager – Fundraising and subscriptions

2020 – Present

- Manages a team of designers and engineers to lead on product strategy and execute on roadmaps to ensure growth of Malala Fund's web and mobile suite of products.
- Product lead for the malala.org redesign. Set overall direction for one of Malala Fund's largest web projects to date. Post launch, digital fundraising increased by 30%, raising nearly \$1M.
- Led redesign of Malala Fund's digital fundraising web products, increasing conversion rate by 20%.
- Led the redesign and launch of assembly.malala.org and its mobile site, Malala Fund's editorial product for a Gen Z audience, and led usability studies, resulting in a 21% increase in site traffic.
- Established and rolled out better internal communication systems and agile processes for improved collaboration and alignment across cross-functional teams.

Digital Producer

2019 – 2020

- Led content partnership with YouTube to produce a video series on Malala Fund's work.
- Led production for digital fundraising campaigns, raising over \$100K.

META

NEW YORK, NY

Coordinator

June 2017 – December 2018

- Supported a global cross-functional team within News Partnerships to measure engagement metrics for programs under the Facebook Journalism Project from over 500 news partners globally.

NEPALI TIMES

NEPAL

Product Manager – Storytelling and subscriptions

November 2013 – June 2016

- Led a team of journalists, designers and engineers to use video, audio and social media in building innovative multimedia products, leading to a 50% increase in subscriptions.
- Built interactive web projects with engineers for nepalitimes.com during critical news events using HTML, CSS and JavaScript and a custom content management system.

PROJECTS

INSTAGRAM

NEW YORK, NY

User-experience Researcher/ master's thesis

June – December 2017

- Partnered with Instagram to conduct research with over 30 news publishers and creators on ways to increase engagement on Instagram Stories and produced "[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

NEW YORK, NY

User-experience Researcher – Personalization

January – May 2017

- Conducted research on improving personalization on the WSJ news app, leading three rounds of user testing.

EDUCATION

NEW YORK UNIVERSITY

NEW YORK, NY

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

2016 – 2017

NANYANG TECHNOLOGICAL UNIVERSITY

SINGAPORE

Bachelor of Engineering; Information Engineering & Media

2009 – 2013

AWARDS

- 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
- 2020 Silver Telly Awards for Social Video for Malala Fund's video series partnership with YouTube
- 2018 New York Emmy for "Finding Sanctuary", a web product built by New York University

SKILLS

Product skills: Product thinking, 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, Contentful, Squarespace, WordPress

Languages: HTML, CSS, JavaScript, Python