

# AYESHA SHAKYA

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## WORK EXPERIENCE

### MALALA FUND

NEW YORK, NY

Lead Product Manager

2022 – Present

- Managed the product roadmap, backlog and sprint planning to ensure the timely delivery of website enhancements and features.
- Created a user research framework with the goal of incorporating user feedback within an agile environment.
- Managed a team of designers, engineers and internal stakeholders to define product requirements, set up agile processes for improved collaboration and alignment across cross-functional teams.
- Increased conversion rate by 20% by optimizing Malala Fund's fundraising channels.

Product Manager

2020 – 2022

- Led a cross-functional team to design the malala.org website from ideation to launch, increasing digital fundraising by 30%.
- Led the redesign of assembly.malala.org and its mobile site, Malala Fund's Webby-winning digital publication, resulting in a 21% increase in site traffic and 300% increase in Assembly story submissions.

Digital Producer

2019 – 2020

- Led video content production and partnered with YouTube to produce Malala Fund's first-ever video series, increasing subscriber base by 29%.

### META

NEW YORK, NY

Coordinator – Media Partnerships

2017 – 2018

- Measured engagement metrics for news initiatives and programs from 500 news partners and journalists, supporting the growth of the Meta Journalism Project globally.

### NEPALI TIMES

NEPAL

Product Manager

2013 – 2016

- Increased subscriptions by 50% by overseeing product strategy to make news coverage more visual and leading a team of visual journalists to use video, audio and social media tools in building innovative news products.
- Built interactive web projects with engineers using HTML, CSS and JavaScript.

## PROJECTS

### INSTAGRAM

NEW YORK, NY

User-experience Researcher/ master's thesis – Instagram Stories

June – December 2017

- Conducted user research on ways to increase engagement on Instagram Stories and produced "[Tap for News](#)", a set of guidelines laying out best practices on creating engaging news content for Instagram Stories.

### THE WALL STREET JOURNAL

NEW YORK, NY

User-experience Researcher – Personalization

January – May 2017

- Led three rounds of user testing on the What's News app. Findings from the user testing sessions contributed to improving personalization of the WSJ app.

## EDUCATION

### NEW YORK UNIVERSITY

NEW YORK, NY

Master of Arts in Journalism; Digital Communication and Media/ Multimedia (Studio 20: Digital First)

2016 – 2017

### NANYANG TECHNOLOGICAL UNIVERSITY

SINGAPORE

Bachelor of Engineering; Information Engineering & Media

2009 – 2013

## AWARDS

- 2023 Webby Nominee for Charitable Organizations/ Non-Profit Websites and Mobile Sites for 2021.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.

## SKILLS

**Product skills:** Product strategy and roadmap development, Agile development methodologies, Design and UX principles, A/B testing, User research and data analysis, Cross-functional team leadership.

**Tools:** Photoshop, Premiere, Figma, Zeplin, G Suite Apps, Asana, Monday.com, UserTesting, Contentful, Squarespace.