



# Samyukta Shastri

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## Summary

Design and product leader who has built teams, systems, and products from zero across startups, nonprofits, and consumer tech. Drove YogiFi's end-to-end product redesign spanning hardware and software; scaled PARI from first employee to governance as Trustee; co-founded music startup Ragya. Combines user research, business metrics, and cross-functional leadership to shape product strategy.

## Professional Experience

### UX Lead | YogiFi | Bengaluru

- Spearheaded "YogiFi Reimagined," an end-to-end product redesign spanning Android, iOS, iPadOS, watchOS, and Samsung TV, and built the organisation's design system and processes from scratch.
- Instituted formal user research and combined it with lifetime-value analysis to drive a strategic pivot from beginner acquisition to serving committed yoga practitioners.
- Prototyped new business concepts: kids' yoga, exer-gaming/fitness pivot, diabetes & weight-management therapy, in-app commerce (YogiFi Cart), and originated "Pain-o-meter", a pain-progress measurement tool.
- Partnered with Apple's design and app-evangelist teams (India & London) and Samsung India; represented YogiFi at a UNESCO event (Delhi), Apple's Women's Day event, and a showcase with Dr. Sumbul Desai, VP, Apple Health.
- Co-designed the physical smart mat itself – materials, electric headboard, surface markings – delivering true phygital design, and designed the International Yoga Day gift box for newly elected cabinet ministers, praised as "premium" by EAM S. Jaishankar.

### Independent Design Consultant | Freelance | Mumbai, Pune, Bengaluru, Remote

- Ran a full-stack independent design practice covering product design, brand identity, and strategic facilitation across fintech, edtech, risk management, media, events, and civic-social sectors.
- Delivered zero-to-one products – a complete fintech app for a Gibraltar-based bank (Ribbon.gi), a risk-management dashboard (MitKat "Datasurfer"), and quotation-to-billing software (MyVenue) – alongside brand and web work for The Morning Context and Purpose ("Biodiversity by the Bay").
- Extended beyond delivery into advisory: led design-thinking workshops helping leadership teams at Omotec, Holcon, and MitKat define audiences, rebrand, and prioritise features.

### Co-Founder | Ragya | Mumbai

- Co-founded a bootstrapped Hindustani classical music startup; contributed across product, growth, content, and operations from early stage through launch and into growth.
- Helped evolve the product from a free-to-listen offering into a freemium model with paying subscribers.

### Trustee | CounterMediaTrust (PARI) | Mumbai

- Transitioned from operational staff to governance, gaining visibility into top-level organisational decision-making.
- Owned payroll and invoicing, compiled annual reports, created donor reports and decks, and participated in HR policy decisions.
- Built organisational systems for attendance management, donor management, and payroll/invoice processing.

### Content Coordinator | People's Archive of Rural India (PARI) | Mumbai

- First employee of the non-profit digital archive of rural India founded by Magsaysay awardee P. Sainath; worked across the entire gamut of the organisation: editorial, design, technology, outreach, and day-to-day operations; building these functions as the team scaled from one person to a multi-fold, multi-city, larger newsroom.
- Managed the publishing desk alongside the Editor-in-Chief and Managing Editor: editorial quality control, the CMS powering an online-only publication, and a distributed network of volunteer contributors whose submissions were developed to publication standard.
- Contributed original reporting, photography, and film. Worked on two critically acclaimed national series, "Foot Soldiers of Freedom" and "Grindmill Songs".
- Led the main-website redesign and a coffee-table book, prototyped two new archive verticals, recruited and managed interns, and ran the weekly newsletter and social media channels.
- Represented PARI at external forums including the Digital Humanities conference (SNDT) and the CORO × TISS workshop on Collaborative Knowledge Creation.

## Education

**MA English** – *SNDT Women's University* | *Mumbai*

**Bachelor of Media Studies** – *Symbiosis Institute of Media and Communication- UG* (now, *Symbiosis Centre for Media and Communication*) | *Pune*

## Accomplishments and Awards

- Gold Award, Indigo Design Awards 2021, for "Ministry of Mumbai's Magic" (Integrated Graphic Design for Social Change)
- Original writing and photos for PARI syndicated by Firstpost and The Wire.
- Won 1st place for the street play "Naari Shakti" at SNDT.

## Other Education

Creative and Cultural Business Programme, IIM Ahmedabad (2019-2020)

## Co/Extra-curricular

- Participated in "Geographies of Consumption: Bombay/Mumbai" — a year-long public art project (Game Over Company | Artists' Project) curated by the Mohile Parikh Center.
- Volunteer, Teach For India: part of the "Charlie and the Chocolate Factory" production.