



# Samyukta Shastri

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## Summary

Design and product leader with ~6 years industry and 4 years entrepreneurial experience across consumer tech, media and social impact. Co-founded Ragya, scaling it zero to 600K users across 150 countries with no paid marketing. Drove research-led product repositioning at YogiFi; built systems and governance at PARI from first employee to Trustee. Pairs empathy, deep user research and design leadership with market sizing, business-model design and go-to-market ownership.

## Professional Experience

### UX Lead | YogiFi | Bengaluru

May 2022 – Feb 2025

- Spearheaded "YogiFi Reimagined," an end-to-end product redesign spanning Android, iOS, iPadOS, watchOS and Samsung TV; conducted UX audits across the product ecosystem and translated findings into prioritised recommendations; built the organisation's design system and processes from scratch.
- Instituted formal user and market research following stakeholder analysis that surfaced conflicting internal definitions of the target user; combined findings with lifetime-value analysis and the Pirate Metrics (AARRR) framework to identify conversion leaks, driving a strategic repositioning and revised go-to-market approach from beginner acquisition to serving committed practitioners.
- Drove product innovation through rapid experimentation and concept validation: kids' yoga, exer-gaming/fitness pivot, diabetes and weight-management therapy, in-app commerce (YogiFi Cart), and originated "Pain-o-meter," a pain-progress measurement tool.
- Co-designed the physical smart mat, materials, electric headboard, surface markings, delivering true phygital hardware-software product design; designed the International Yoga Day gift box for newly elected cabinet ministers, praised as "premium" by EAM S. Jaishankar.
- Partnered with Apple's design and app-evangelist teams (India and 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.

### Design Consultant | Remote

2019 – 2026

- Ran a full-stack independent design practice covering product discovery, market and competitor analysis, UX audits and recommendations, 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, Hidden Pockets and Purpose ("Biodiversity by the Bay").
- Extended beyond delivery into advisory: led design-thinking and product-discovery workshops using stakeholder analysis to help leadership teams at Omotec, Holcon and MitKat define target audiences, reposition brands and prioritise product roadmaps. Mentored new joiners in the team and successfully mapped them to functional areas based on their interest and growth prospects.

### Co-Founder | Ragya | Mumbai

Mar 2019 – Jan 2023

- Co-founded a bootstrapped Hindustani classical music streaming venture; owned product, go-to-market, growth, partnerships, legal and operations from zero-to-one through launch and into growth, with no external capital raised.
- Scaled the platform from zero to 600K unique users across 150 countries in two years, entirely organically with no paid marketing spend; built a catalogue from 200+ artistes (50+ contracted directly) with 110+ rights holders paid out; converted the product from free-to-listen to a freemium subscription model.
- Conducted market sizing, market research and competitor analysis to define positioning and segments; structured the business model using the Business Model Canvas; defined pricing strategy, subscription tiers and the full go-to-market approach; developed venture pitches for accelerator programmes.
- Owned the legal and compliance workstream with external counsel – drafted Terms & Conditions and Privacy Policy, structured artiste and music-house contracts, and designed a democratic royalty payout model balancing fair compensation with platform unit economics.
- Built and led a distributed team of 6 across tech, design, customer relations, music acquisition and finance; improved accessibility for senior listeners through targeted user research; coordinated development execution and app-store launches; ran customer service end to end, feeding user insight directly into the product backlog.

### Trustee | CounterMedia Trust (PARI) | Mumbai

2019 – 2024

- Transitioned from operational staff to governance, participating in top-level organisational decision-making and HR policy.
- Owned payroll and invoicing, compiled annual reports, and created donor reports and decks; designed and institutionalised scalable systems for attendance, donor management and payroll/invoice processing.

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

**Jun 2016 – May 2019**

- First employee of the non-profit digital archive of rural India; worked across the entire gamut of the organisation – editorial, design, technology, outreach and operations – building scalable processes as the team scaled from one person to a multi-city 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 to two critically acclaimed national series, "Foot Soldiers of Freedom" and "Grindmill Songs."
- Worked on the main-website redesign with accessibility and low-bandwidth users in mind, and designed 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**

**Master of Arts English** – SNDT Women's University | *Mumbai*

**Bachelor of Media Studies** – Symbiosis Institute of 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).
- Scaled Ragya from zero to 600K users across 150 countries with no paid marketing spend.
- Original writing and photographs for PARI syndicated by Firstpost and The Wire.
- Won 1st place for the street play "Naari Shakti" at SNDT.

## **License & Certifications**

- Lean Six Sigma Green Belt
- 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.
- Subtitled for the documentary film "Silent Screams; Honour Killing".
- Completed course in basic French