



Anushka Menon

Product Designer, Researcher and Social Impact Innovator

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Experience

2022

to present

Senior Product Designer

Senior Designer for high-stakes projects across Healthcare, Travel, Fintech and E-commerce, managing end-to-end design cycles from research to high-fidelity handoffs.

Godrej Wealth:

Developed a full-scale strategy for a wealth management platform, encompassing both the Relationship Manager (RM) portal and the client-facing mobile application along with the client-facing website.

Apollo Momverse:

A first-of-its-kind content and community platform for mothers within the Indian healthcare ecosystem. Spearheaded an empathy-led digital strategy, focusing on intuitive community building and personalised wellness content to foster trust and high engagement. By optimising user retention and building scalable social features, I established the platform as a primary digital destination for maternal support, **driving a 35% increase in weekly active users**

Bangalore International Airport (BIAL):

A **digital gateway reimagining the transit experience for millions of global travellers**. Spearheaded the end-to-end design for high-impact verticals including cab booking interfaces, retail discovery journeys, and a comprehensive rewards program. Focused on harmonising physical and digital touch points to **reduce traveler friction and maximise non-aero revenue**, driving significant improvements in service discoverability and establishing the app as a central companion for the modern, connected commuter.

This strategic overhaul led to **221,000 app downloads** with a **32% increase in non-aero revenue** through optimised retail discoverability and **₹21 Cr in annual revenue**. This is the data I received in 2025, a year and a half after the app went live

There are several other projects that I have handled including a creating a **cart progress indicator for Amazon Fresh** and the **redesign and strategy for an independent journalism platform called The Wire**

2018

to 2020

Gandhi Fellow

Immersed in the grassroots of the Indian government schooling system to drive **systemic change** through **design thinking** and **community engagement**.

The Library Project:

Spearheaded the **development of library systems in rural schools**, focusing on improving literacy and fostering a reading culture among students of Uttarakhand who don't get enough exposure to the outside world

Collaborated directly with government school teachers to **co-create pedagogical tools** that are inspired by government documents like the **National educational policy (NEP)** and the **National curriculum framework (NCF)**

2017

to 2018

Co-founder and Lead Designer

Co-founded Eniak, a Google Startup Weekend winner that's **reimagining computer science education** for children between grade 3 to grade 8. As Lead Designer, I spearheaded the **end-to-end visual strategy and curriculum design**. From brand identity to software UI, integrating pedagogical research to transform complex coding concepts into intuitive, logic-based learning experiences. By aligning technical curriculum with cognitive development milestones, the platform successfully bridged the gap between 21st-century digital literacy and classroom engagement. I continued to work on this after the Gandhi fellowship program under the Piramal foundation.

2016

to 2017

Freelance Graphic Designer

As a freelance designer, I have worked with several brands that include the following:

1. Snapdeal
2. Doolally
3. GCC International school
4. Armor Security
5. B.N Rathi Securities Ltd

Education

2012

to 2016

Srishti institute of art, design and technology

Bachelor Bachelor of Design (Information Design), GPA: 3.4/4.0

2010

to 2012

Thakur college of science and commerce

Tools



Figma



Notion



Adobe XD



ChatGPT



Adobe Photoshop



Stitch



Adobe Illustrator



Figma Make



Jitter



Midjourney



Framer



Google Gemini