

Shreyaa Krritika Das | Product & Design

www.portfolio.krritika.com | +91 875 444 0960 | shreyaadas@gmail.com

I'm a Designer & Product Manager hybrid with 15+ years of experience. Currently, **I bridge product strategy, UX/UI, and creative leadership**, with a strong domain focus in wellness and healthcare. I help turn complexity into something kind and clear, be it **a product, a process, or a team**.

Experience

Product Manager + Lead Product Designer | YourDOST

DEC 2016 – PRESENT, BENGALURU

Built and scaled design & product initiatives at India's largest emotional wellness platform, reaching 30 lakh+ individuals across 400+ organisations (enterprises and colleges).

- **Product and Experience:** Reimagined user journeys across therapy, tools, and resources, shipping 25+ key features (including the YourDOST App). Guided discovery, shaped design decisions, and drove launches from concept through adoption.
- **Outcomes:** Drove engagement through +30% resource usage, +20% early retention, +30% counsellor adoption/satisfaction, reduced recurring delivery costs from ₹2 lakh+ annually to ₹0 by migrating features in-app.
- **User-Centered Design:** Translated research and behavior insights into simpler, more intuitive experiences across web and app, making tools more accessible.
- **Design Systems and Branding:** Established scalable design frameworks across web, app, and enterprise dashboards. Maintained brand voice and accessibility while evolving UI.
- **Team Leadership & Growth:** Led and nurtured design teams, building an open, emotionally safe culture, while mentoring juniors into confident contributors and future leaders.

Senior Graphic Designer | Rentomojo

SEP 2015 – NOV 2016, BENGALURU

Brand-building from the ground up. Responsibilities extended to marketing research and advertising strategies, social media engagement, email marketing and all online & offline campaigns.

Creative Lead | in1947 Innovation Design

MAY 2014 – JUN 2015, CHENNAI

Led ideation & execution for social media campaigns, and created unique online environments across healthcare, real estate, finance and education.

Creative Consultant | Don't Panic Asia

SEP 2012 – APR 2014, KUALA LUMPUR

Produced multi-channel event design solutions and coordinated delivery; also facilitated monthly Don't Panic Pack contest and packaging distributed across Malaysia.

Visualiser | Rubecon Communications

MAY 2009 – DEC 2010, CHENNAI

Concept + print execution for clients including Taj Group of Hotels, Prince Jewellery, Colorplus, Landmark and more.

Skills & Expertise

Product & Strategy: Roadmapping, User Research, Success Metrics

Design: UX/UI, Design Systems, Branding

Data & Analytics: Amplitude, Grafana

Collab & Workflow: Figma, Adobe Suite, Whimsical, Lovable, Framer

Engagement: Mailchimp, Gupshup

Education

Masters in Design (Graphic Design)

Raffles Design Institute
2011 – 2012, Singapore

BSc in Visual Communication

Women's Christian College
2005 – 2008, Chennai

Certifications

Design Thinking for the Greater Good: Innovation in the Social Sector

Darden School of Business,
University of Virginia, Apr 2018

Elements of AI

Reaktor, University of Helsinki, Jun 2018

Gatekeeper Training for Suicide Prevention

QPR Institute, Apr 2018

Trauma-Informed Design Research

Social Design Sydney, Sep 2025

Community

Contributor to **Design Patterns for Mental Health with Snook**, building the world's first free, public-domain design library for mental health services (2017 & 2018)

Jury Panelist at NIFT Bengaluru (2019) for **Socially Responsible Design**

Speaker at **ISKANDAR Learning Festival** on Idea Generation in Johor Bahru (2012)

Commissioned Illustrations

Nature Metabolism

The Swaddle

Arré

The Bangalore Review