

Shreyaa Krritika Das | Senior Product Designer + Design Strategist

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Senior Product Designer + Design Strategist with **15+ years across design**, including **9 years shaping product experiences** in mental health and wellness. I turn complex, sensitive workflows, from therapy booking and counsellor tools to enterprise dashboards, into clear, usable products, working end to end from research & problem framing through to shipped UI in **close partnership with product & engineering**.

Experience

Lead Product Designer | YourDOST

DEC 2016 – MAY 2026, BENGALURU

India's largest emotional wellness platform with 30 lakh+ individuals across 400+ organisations (enterprises & colleges).

Product Design & Delivery

- Migrated a WhatsApp-based affirmations pilot (1,000+ monthly users, ₹2L+/year cost) into an in-app daily-ritual feature: designed the daily-unlock system, notification deep-linking and a phased migration plan, cutting the recurring cost to ₹0 and lifting D1-D10 retention by ~10%.
- Redesigned the counsellor-facing resource hub: search, filters, favourites and in-session sharing, **nearly doubling weekly active counsellor usage** and lifting adoption and satisfaction by ~30%.
- Designed the end-to-end therapy booking and session app experience (onboarding, expert search, chat/audio/video session states, dashboard) during a pandemic-driven demand surge; sessions grew from **321K to 1.24M**, with daily logins climbing from ~215 to **538/day**.
- Designed a four-type **guided journaling system** (Daily, Gratitude, Self-Reflection, Vent-Out) with mood-linked prompts and audio/photo entry, simplifying an early multi-step flow into one prompt at a time to **reduce drop-off**.

Systems, Data & Internal Tools

- Designed a modular HR/CSM analytics dashboard serving two audiences from one system: cut time-to-find key metrics from ~3 minutes to **under 1 minute** in usability testing and reduced "lost in data" feedback by 70% in pilot testing.
- Built a **weighted recommendation engine** (category, recency, persona-fit) and redesigned contextual discovery entry points across the dashboard, assessments and bookings to deepen resource engagement.
- Established **scalable design systems across web, app and enterprise dashboards**, maintaining brand voice and accessibility standards through several UI evolutions.

Team & Practice

- Led and mentored design teams, sustaining **100% retention over 3 years** while growing juniors into confident contributors and future leads.
- Partnered closely with **Product, Engineering and Research** to frame ambiguous problems, align priorities and move product work from discovery through delivery.

Senior Graphic Designer | Rentomojo
Creative Lead | in1947 Innovation Design
Creative Consultant | Don't Panic Asia
Visualiser | Rubecon Communications

SEP 2015 – NOV 2016, BENGALURU
MAY 2014 – JUN 2015, CHENNAI
SEP 2012 – APR 2014, KUALA LUMPUR
MAY 2009 – DEC 2010, CHENNAI

Skills

Product & Strategy: Product Discovery & Framing, Roadmapping, 0 1 Product Design, User Research, Success Metrics
Design: Product Design, UX/UI, Interaction Design, Information Architecture, Design Systems, Accessibility (WCAG)
Collaboration & Leadership: Cross-functional Partnership, Stakeholder Management, Design Leadership, Mentorship
Tools & Data: Figma, Adobe Suite, Whimsical, Amplitude, Grafana, AI-assisted Thinking Partner (Claude, ChatGPT, Perplexity), AI-assisted Prototyping (Cursor, Lovable, Uizard, Figma AI, Notion AI)

Education

Masters in Design (Graphic Design) | Raffles Design Institute
BSc in Visual Communication | Women's Christian College

2011 – 2012, SINGAPORE
2005 – 2008, CHENNAI

Community

Design Patterns for Mental Health Contributor, Snook 2017 – 2018
Jury Panelist for Socially Responsible Design, NIFT Bengaluru 2019
Speaker at ISKANDAR Learning Festival on Idea Generation, Johor Bahru 2012