

# Shreyaa Krritika Das

## Senior Product Designer + Design Strategist

[portfolio.krritika.com](https://portfolio.krritika.com) | [shreyaadas@gmail.com](mailto:shreyaadas@gmail.com) | +91 8754440960 | Bengaluru, India

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.

## EARLIER CAREER

Senior Graphic Designer | Rentomojo · 2015 - 2016

Creative Lead | in1947 Innovation Design · 2014 - 2015

Creative Consultant | Don't Panic Asia · 2012 - 2014

Visualiser | Rubicon Communications · 2009 - 2010

## 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, Singapore · 2011 - 2012

BSc in Visual Communication, Women's Christian College, Chennai · 2005 - 2008

## 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