


Anurag Shastri

An **AI-native product & interaction designer** shaping **growth, retention and loyalty systems** through data & product thinking. Also **building productivity tools & interaction experiments independently** while shipping full-time as a Senior Product Designer @ noon

How I'm levelling up → Learning design engineering & improving my craft through [@JoshPuckett](#), [@EmilKowalski](#) & [@RaunoFrieberg](#)

Experience

 **noon**
Dec 2025 - present
Senior Product Designer

UGC • RETENTION & SUPPORT DEFLECTION


- Designed & shipped a review reminder feature, **boosting ratings by 25% & reviews by 12%** (projected growth of daily ratings: 55%)
- Redesigned the Order Listing page & the Review Submission flow enhancing product ratings discovery & review conversion resp., **achieving +167% ratings lift & +143% reviews lift (A/B results)**
- Led design for order tracking revamp**, addressing over 30% of all support tickets (~100k monthly) purely related to fulfilment/return navigation – currently in development

INTERNAL TOOLING

- Designed & shipped Flow, a project visibility tool for Noon's teams - **built frontend with Claude Code**

LEADERSHIP & COLLABORATION

- Mentored four designers** - structuring critique, craft standards & design reviews


 **Blinkit**
Nov 2024 - Nov 2025
Senior Product Designer

GROWTH • RETENTION • 0 → 1

- Designed & shipped a **10.4% AOV increase** by enabling **post-order item additions** & built an MVP for a substitutions flow to reduce cancellations – early indicators were strongly positive
- Designed flows for **nutrition-first shopping, international travel prep, on-demand cash access & assistant-based shopping** to expand platform convenience and utility
- Led end-to-end design for "FLAMES", an interactive game during Valentine's 2025: engaging **~5L users with 60–65% completion, 2.8 sessions/user, and 30% share rate**

COLLABORATION

- Actively collaborated with cross-functional teams to define strategy and ship impactful experiences across 0 → 1 and scale-stage products

 **Flipkart (Walmart-owned)**
Apr 2022 - Nov 2024
Senior Product Designer

GROWTH

- Led discovery & interaction design for the revamp of the 2-wheeler category purchase experience

0 → 1 • LOGISTICS & FULFILMENT

- Designed order fulfilment flows for Flipkart Minutes, collaborating cross-functionally to ensure launch readiness

LEADERSHIP & COLLABORATION

- Mentored two designers** on Gen Z-focused shopping experiences – structuring critique, communication & craft

Contact

+91 98205 31184
anuragshastriiii@gmail.com

Education

Product Management Certification
Indian School of Business
October 2022

Certified Usability Analyst (CUA)™
Human Factors International
May 2021

User Experience Nanodegree
Udacity
July 2020

BTech - Information Technology
NMIMS University
2016 - 2020

Skills

Product & Strategy

AI-native product thinking, product & design strategy, data-informed design, systems thinking, ownership & accountability

Design Craft

Designing AI-powered features (assistants, recommendations, automation), growth design, interaction design, visual, motion & UI design, design systems, AI-accelerated prototyping, information architecture

Leadership & Collaboration

Cross-functional collaboration, stakeholder management, mentorship, communication & storytelling, organisational influence

Achievements

Go-Getter & Strong Collaborator
Flipkart
Jan 2024


Semi-Finalist
Google Online Marketing Challenge
Aug 2017

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Experience (Continued)

 Flipkart (Walmart-owned)
Apr 2022 - Nov 2024

Product Designer II

RETENTION

- Led end-to-end design for Flipkart's loyalty programs, including the revamp of Flipkart Plus, launch of Flipkart VIP, and SuperCoins redemption enhancements
- Drove 2.7% uplift in units sold and 0.4% growth in loyal users, contributing to ₹4,900 Cr in additional GMV
- Contributed to 10+ growth, retention, and platform UX projects; played a key role in advancing Flipkart's design system

 Lollypop Design
May 2021 - Mar 2022

Associate Senior User Experience Designer

GROWTH

- As part of Vodafone Idea's design team, redesigned the Vi App homepage, launched a new LO navigation, and integrated Hungama Music and Vi Rise to boost feature discovery and user engagement

COLLABORATION

- Actively collaborated with cross-functional teams & my visual partner to define strategy and ship impactful experiences

 Self-employed
Feb 2018 - Jan 2021

Freelance Designer

Designed websites & web platforms in the domains of healthcare & advertising; Designed branding-related articles such as logos, posters, brochures, social media creatives, OOH creatives & more

 TING Works LLP
Aug 2020 - May 2021

UX Designer

Led end-to-end web design projects across e-commerce, manufacturing, logistics, and entertainment sectors

Side Projects

Aria

A gesture-controlled web music player. Designed the gesture vocabulary & shipped it end-to-end

Perch

An ambient Mac shelf utility — clipboard, meetings, reference library & gestures

Hyrox Coach

Keeps me on my toes – defining my competition readiness & my daily schedule pushing my fitness

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Skills

- Product & Interaction Design
- 0 → 1 Product & Design Strategy
- AI-Native Product Thinking
- Visual & Motion Design
- UX Research & Prototyping
- UX Copywriting
- Mentorship
- Information Architecture
- Design Systems
- Systems Thinking
- Data-Driven Design
- Agile (Design Sprints)
- Cross-functional collaboration
- Stakeholder Management
- Verbal & Written Communication

Achievements

Jan 2024
Go-Getter & Strong Collaborator
Flipkart

Aug 2017
Semi-Finalist
Google Online Marketing Challenge