

SHASHANK NAGARAJA GARGESHWARI

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EDUCATION

2023 - 2025	KELLOGG SCHOOL OF MANAGEMENT NORTHWESTERN UNIVERSITY <i>MMM Joint Degree Candidate - MBA and MS Design Innovation, June 2025</i> <ul style="list-style-type: none">• Majors and Pathways: Managing Organizations, Design Innovation, Technology Management• Clubs: VP of Marketing at IDEA Club, KTech, KAI, Games Club	Evanston, IL
2016 - 2018	NATIONAL INSTITUTE OF DESIGN, R&D CAMPUS <i>Master of Design in Digital Game Design</i> <ul style="list-style-type: none">• Merit-based Exchange to OCADU Canada, President of Film Club, Consultant Student Designer	Bengaluru, India
2012 - 2016	SRI JAYACHAMARAJENDRA COLLEGE OF ENGINEERING <i>Bachelor of Engineering in Information Science and Engineering</i> <ul style="list-style-type: none">• Art Lead and English Editor at Editorial Board, Football Team, Debate Team	Mysuru, India

EXPERIENCE

2023 - 2023	QUIZZIZ (SERIES-B EDTECH STARTUP BACKED BY TIGER GLOBAL) <i>Senior Product Designer and Product Owner, January 2022 - June 2023</i> <ul style="list-style-type: none">• Led a multidisciplinary team of 8 to develop Quizziz's first ever game "Mastery Peak" in <5 months, achieving 150% of adoption and retention benchmarks for 2M users across 500K online game• Performed post-release retrospective on "Mastery Peak" game to identify strengths and deficits of product; Leveraged learnings to pitch improved product strategy to C-suite team, who adopted it for future games• Collaborated with design, tech, and marketing teams to formulate progressive go-to-market strategy and ramped-up release from 2% to 100% of user base in < 3 weeks, achieving 100K games played in first month• Organized systematic user research and product testing with 200+ end users, analyzed quantitative and qualitative data to clarify pain points in game, and implemented insights to boost NPS from 7 to 9• Established agile project management process from scratch for product team by conducting weekly upskilling sessions on bug tracking, sprint planning and release road mapping, which resulted in 70% lower missed tasks	Bengaluru, India
2019 - 2023	SPLASHLEARN (SERIES-C EDTECH STARTUP BACKED BY ACCEL) <i>Senior Game Designer and Product Owner, March 2022 - January 2023</i> <ul style="list-style-type: none">• Spearheaded the ideation, development, and delivery of "NeoWorksheets" quiz product that eliminated reliance on 3rd party tools, cut content creation time by 80%, and identified new market opportunity of \$5M+• Benchmarked 20+ competitors to specify full feature requirements of 30+ new quiz templates, prioritized among features to drive final product roadmap, and presented weekly progress updates to company founders• Synthesized and maintained product documentation by designing 150+ wireframes and 40+ design system components on Figma and translating designs into product requirements documentation for developers• Optimized quiz development pipeline by collaborating with developers to create novel UI animation framework that auto-converts design systems and animations into code, reducing project timeline by 30% <i>Game Designer, March 2019 - March 2022</i> <ul style="list-style-type: none">• Led a multidisciplinary team of 10 to develop "Secret of the Numeras," SplashLearn's largest and most successful learning game till date that has been played 20M+ times by 2M+ learners worldwide• Created data dashboards on Mixpanel to monitor 50+ metrics of product health, analyzed data to derive key insights, and pushed out monthly feature updates over a 6-month period to achieve 60% lower user churn• Partnered with the tech team to optimize gamification algorithm for 300+ collectible cards by designing and running 100K Monte-Carlo simulations on Unity, leading to a 200% increase in retention for 500K users• Invented "Ludus", a novel way to teach math interactively, initiating SplashLearn's first patent application• Founded and curated "Libre", the internal newsletter for employees to share learning resources; 15% of employees shared and used 300+ educational resources, diminishing redundancy in secondary research effort• Facilitated art and craft sessions during COVID-19 lockdown for over 50 employees to boost morale	Gurugram, India

ADDITIONAL DATA

- **Awards:** 2x Meraki (Top 5% Performer) at SplashLearn (2020, 2021), Finalist - NASSCOM GDC Game Jam (2018)
- **Volunteering:** Judge at UNICEF Design Hackathon (2021), Curriculum and PR Lead at MAD Mysuru (2012-2016)
- **Freelancing:** Helped 4 founders design and pilot edtech products, winning \$150K in overall seed funding
- **Tools:** Figma, Unity, Adobe CC, Microsoft Office 365, Jira, GitHub, Bitbucket, Mixpanel, ChatGPT Prompting
- **Interests:** Everyday artist, indie game developer, pottery enthusiast, black cat parent