

ANKITA THAKUR

Dharamshala, India
GMT+5:30

An impact-driven designer with focus on Brand, Marketing and Growth



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Education

M. Des, National Institute of Design, Ahmedabad

B. Arch, Chandigarh College of Architecture, Chandigarh

Experience

SplashLearn

Product, Growth

2023 – PRESENT

Improving conversion flows. Selected projects:

- Monetizing new sub-products with the goal to increase ASPU.
- Increasing engagement for Trial users (18% higher CTR on content).
- Reducing Day 1 trial cancellations (Day1 ↓ 32%, I2P ↑ 26%).

Brand & Communications

2019–2022

Leading projects for all brand touch points including marketing and product. Selected projects:

- Leading the rebranding for SplashLearn as PoC
- Maintaining and updating the brand guidelines.
- Mentored and developed digital illustration system for scalable SEO content.
- Created CPPs and Events that helped feature our app on the App store.
- Digital acquisition campaigns (SEO, ASO, Social Media, Email, Third-party Ad networks).
- Activated new channels for organic marketing.

Design Associate

2018

Identity design & guidelines for govt. institutes under guidance: IIM Jammu, Cluster University of Jammu, Cluster University of Srinagar.

OYO

2018

Role: Scaling up the number of OYO Home properties in Goa through design; Carried in collaboration with Interior Designers and Building Developers.

Eklavya Foundation

2017

- Illustration & publication (print) design for education.
- Facilitating co-creation workshops at schools

Freelance

Penguin
Random
House



MARS
Food

