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[anshafernandes](#) (LinkedIn)

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Top Skills

Product Management

New Media

Social Networking

Ansha Fernandes

Former Chief Product Officer and Founding member,

[MarketsMojo.com](#)

Mumbai Area, India

Summary

I specialize in user experience, engagement and innovation for digital and mobile products. I have also spearheaded innovative product ideas from concept to full scale operations and been responsible in driving user traffic and engagement.

Experience

School Leaders Network

Digital Consultant

September 2019 - February 2020 (6 months)

Mumbai Area, India

To create a (LinkedIn-like) niche digital community of Private & Public Schools, School Leaders, Teacher Leaders, School Networks, from all across the world based on the principles of system leadership & the power of relationship.

This network would allow for schools to experience, engage, network and collaborate with teacher & student communities outside their boards and curriculums and in turn create powerful professional learning communities.

To spread awareness of influencer-based platforms like Twitter in the school community across the country.

[marketsmojo.com](#)

Founding member, Chief Product Officer

March 2015 - February 2017 (2 years)

Mumbai Area, India

At Marketsmojo.com I was part of the core, founding start-up team that conceptualised and built a radical approach to stock market investing. I architected the user experience on both desktop and the mobile application with a card-based approach to cut the clutter of the vast stock market data and present relevant and simplified information to the investor.

[moneycontrol.com](#)

AVP Products

April 2002 - January 2015 (12 years 10 months)

I have worked on varied projects under the Web18 umbrella. My role in each of these projects includes

- brainstorming on innovative product ideas
- conceptualizing optimal user interfaces for mobile and desktop
- building operational product flow
- working on marketing ideas for mobile, TV and other mediums
- responsible for improving user traffic

Some of my top projects are Moneycontrol mobile application, Moneycontrol Messageboard (M3), In.com, Poweryourtrade.

The Free Press Journal Newspaper Since 1928

Sub-Editor

November 2002 - April 2003 (6 months)

Mumbai Area, India

Editing reporter stories as well as contributing to the Sunday feature supplement.

Education

University of Mumbai

M.A Hons, Economics · (1999 - 2001)

V.G Vaze College

Graduation, Economics · (1994 - 1999)