

MAITREYI NANDHAKUMAR

Learning Experience Designer | Product Strategist | EdTech
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SUMMARY

Learning experience designer and product strategist who has shipped products across EdTech and scaled learning programs to millions of users. Twelve years spanning EdTech product teams, global nonprofits, and classrooms, paired with graduate training in learning design and clinical psychology. Partners with design, product, and engineering teams to move ideas from prototype to shipped product on tight timelines, with measurable gains in learner retention and engagement.

EXPERIENCE

Learning Management System (Brightspace) Specialist

NYU IT Department

Nov 2025 – May 2026

New York, USA

- Design and deliver technical training and instructional-design consultations for 50+ NYU faculty each semester on the LMS, online course development, and pedagogical best practices, supporting professional development across schools

Learning Experience Design Intern, LX Team

Berlitz

May 2025 – Aug 2025

New York, USA

- Defined product strategy for the B2B training platform Cultural Navigator, covering UX audit, competitive analysis, user-journey mapping, and iterative prototyping for multinational corporate clients with millions of learners
- Developed value proposition and brand positioning and presented recommendations to product and business leads

Program Manager, Ecosystem Team

Ekstep Foundation (digital public infrastructure nonprofit)

Jul 2023 – Aug 2024

Bangalore, India

- Scaled joint resources, digital assets, programs, and networking events, reaching 2M+ learners through Bachpan Manao's 100+ nonprofit partners, including Sesame Workshop and the Aga Khan Foundation
- Pitched and onboarded 40 new nonprofits; managed ongoing partnerships and stakeholder relationships

Program Manager, Customer Experience Team

Cuemath (Global K-12 EdTech)

Oct 2022 – Jun 2023

Bangalore, India

- Launched the app as part of the CEO's team, connecting learners and stakeholders across global regions
- Led UX research, UX writing, tutor-training video production, and evaluation rubrics with product and engineering teams
- Rebuilt the post-enrollment experience with new feedback and quality systems, contributing to a 38% increase in client retention

Learning and Engagement Manager, Growth & Marketing

Toddle (Global K-12 LMS platform)

Jul 2021 – Jul 2022

Bangalore, India

- Managed a monthly speaker series for school leaders and industry experts with 2K+ hybrid attendees
- Shipped 25+ curriculum resources on the LMS and collaborated with design, marketing, and product teams, growing user engagement by 35%

Senior Learning Designer, Content Team

Lido Learning (K-12 EdTech acquired by Indian EdTech Unicorn BYJU's)

Jul 2020 – Jun 2021

Bangalore, India

- Led a team of 5 curriculum designers building 100+ multi-subject lessons using ADDIE, Backward Design, and formative assessment on Articulate 360
- Conducted training-needs analysis and used engagement data to identify knowledge gaps, iterating content based on performance metrics for 400 online tutors

FELLOWSHIP

AIF Banyan Impact Fellow (formerly Clinton Fellowship)

Sep 2017 – Jul 2018

American India Foundation (NY-based global nonprofit)

Gujarat, India

- Created and designed 10 life-skills curricula and facilitator guides for educators serving 1.5K+ children from marginalized rural and semi-urban communities in Gujarat, field-testing all materials directly with educators and learners

TEACHING & COUNSELING

Hindi Language Teacher (Consultant)

Jun 2022 – Jun 2023

Papagoya (Norwegian play-based kindergarten)

Bangalore, India

- Taught Hindi language and literacy to children in grades K–2 using project-based learning and the Reggio Emilia approach

School Counselor & Special Educator

Apr 2015 – May 2017

Vasant Valley School (private IB school)

New Delhi, India

- Designed and supervised 30+ individualized education plans (IEPs) for K–5 learners with autism, dyslexia, Down Syndrome, ADHD, and other learning needs, adapting curriculum and behavioral strategies

ESL English Teacher

May 2017 – Aug 2017, Jun 2013 – Dec 2014

SECMOL (Ladakh) & Marpha Foundation (Nepal)

Himalayan Region

- Taught communicative, project-based English to K–5 learners in remote Himalayan communities at Sonam Wangchuk's alternative school (SECMOL) and the Marpha Foundation

EDUCATION

MA, Learning Technology & Experience Design: Games for Learning

Sep 2024 – May 2026

New York University, Steinhardt School · GPA 4.0

New York, USA

- Coursework: Learning Sciences, UX Design, EdTech Entrepreneurship, AI in Experience Design, Games & Simulations, Narratives and Media, Games and Play
- Dingman Scholarship (2024–25); Steinhardt Parent Scholarship (2025–26)
- Steinhardt School Award for Outstanding Leadership and Service to the Department

MA, Clinical Psychology

May 2013

B.R. Ambedkar University · GPA 3.7

New Delhi, India

- Specialized in educational psychology with a focus on school counseling and special education

BA, Psychology (Honors)

May 2011

Delhi University · GPA 4.0

New Delhi, India

SKILLS

Design & Strategy: Learning Experience Design · UX Research · Prototyping · Product Strategy · Games for Learning · Program Management · Cross-functional Collaboration · Partnership Management · Educator Training

Tools & Platforms: Figma · Articulate 360 · Adobe Suite · Google Workspace · Jira / Confluence

Technical: AI-assisted UX research, prototyping, and prompt engineering across Claude, Cursor, Figma Make, v0, and Replit

HONORS & AWARDS

- NYU Startup Bootcamp, NYU Entrepreneurial Institute (Oct 2025): selected for thesis project, DishLore
- Dingman Scholarship (2024–25) and Steinhardt Parent Scholarship (2025–26), New York University
- Events Coordinator, NYU Graduate Student Council; student governing body serving 50K students
- Women's Impact Alliance Catalyst (2023): selected as a leadership catalyst for young women in social change
- National media contributor (The Better India, WION News): 50K readership on education and social impact