

# MAITREYI NANDHAKUMAR

Learning Experience Designer · EdTech Product Strategist · Educator  
New York City · [n.maitreyi@gmail.com](mailto:n.maitreyi@gmail.com) · [LinkedIn](#) · [maitreyi-nandhakumar.com](http://maitreyi-nandhakumar.com)

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## SUMMARY

Learning experience designer and product strategist with 12+ years building playful, pedagogically grounded experiences and products for children and educators. My work is rooted in psychology, shaped by years in classrooms and instructional design, and sharpened by 0-to-1 product scaling, user-centered research and cross-sector partnership building.

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## LEARNING EXPERIENCE & PRODUCT DESIGN

### Learning Experience Design Intern, LX Team

May 2025 – Aug 2025  
New York, USA

[Berlitz](#) [American education company]

- Led end-to-end UX and learning experience design for *Cultural Navigator*, a B2B cultural learning product - conducting UX audit, user research, competitive market analysis, and iterative prototype development
- Synthesized qualitative user research and team feedback into actionable product insights, presenting findings and design recommendations directly to product and business stakeholders to inform future roadmap decisions

### Learning Management System (LMS) Brightspace Specialist

Nov 2025 – May 2026  
New York, USA

NYU IT Department

- Leading 50+ faculty consultations per semester on Brightspace LMS implementation, instructional design and learning design for courses across NYU to improve student learning experiences

### Program Manager, Ecosystems

Jul 2023 – Aug 2024  
Bangalore, India

[Ekstep Foundation](#) [digital public infrastructure non-profit; founded by Nandan Nilekani]

- Led coordination, design and scaling of early childhood learning assets for the [Bachpan Manao](#) ecosystem, reaching 2M+ learners across 100+ non-profit partners, including *Sesame Workshop* and *Aga Khan Foundation*
- Managed cross-sector partnerships and learning product roadmaps, connecting education content, technology delivery, and on-the-ground implementation across a complex multi-partner ecosystem

### Program Manager, Customer Experience

Oct 2022 – Jun 2023

[Cuemath](#) (International K–12 EdTech) | Bangalore, India

- Drove 0-to-1 scaling of a Parent-Teacher Meeting (PTM) app as part of the Cuemath Plus team (CEO's office initiative) connecting parents and online tutors across multiple global regions
- Owned cross-disciplinary execution across UX research, UX writing, training video design, content frameworks, and evaluation matrices in close collaboration with product and engineering
- Helped drive a 38% increase in renewal rates by building feedback loops, quality benchmarks, and a smoother post-enrollment experience

### Learning and Engagement Manager

Jul 2021 – Jul 2022  
Bangalore, India

[Toddle](#) [Global K–12 LMS system for IB schools]

- Managed end-to-end coordination of *Toddle Talks*, a monthly series bringing together IB school leaders, principals, and industry experts for professional dialogue and community building
- Collaborated with design, marketing, and product teams to develop 25+ IB curriculum resources for the Toddle LMS platform, driving a 35% increase in user engagement.

## INSTRUCTIONAL & CURRICULUM DESIGN

### Senior Curriculum Designer

Jul 2020 – Jun 2021  
Bangalore, India

[Lido Learning](#) [K-12 EdTech company acquired by BYJU's, India's largest EdTech]

- Led a team of 5 curriculum designers to develop 100+ multi-subject lessons for K–5 students, applying ADDIE, Backward Design, and formative assessment principles
- Built and managed educator training pipeline for 400+ online tutors monthly — overseeing recruitment screening, onboarding, and ongoing performance monitoring to ensure instructional quality at scale

### AIF Banyan Impact Fellow (formerly William J. Clinton Fellowship)

Sep 2017 – Jul 2018  
Gujarat, India

[American India Foundation](#) [New York based global non-profit]

- Selected as an AIF Clinton Fellow, a competitive fellowship embedding professionals within grassroots nonprofits across India to drive community-level impact and build leadership capacity

- Designed 10 life skills curricula and facilitator guides for educators serving 1,500+ children from marginalized rural and semi-urban communities in Gujarat — field-testing all materials directly with educators and learners

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## CLASSROOM & DIRECT PRACTICE

### Hindi Language Teacher (Consultant)

Jun 2022 – Jun 2023

[Papagoya](#) [Norwegian kindergarten using play-based learning]

Bangalore, India

- Taught Hindi language and literacy to children in grades K-2 grounded in developmental learning theory and the Reggio-Emilia approach

### School Counselor & Special Educator

Apr 2015 – May 2017

[Vasant Valley School](#) [Private International IB School]

New Delhi, India

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

### ESL English Teacher

May 2017 – Aug 2017, June 2013 – Dec 2014

Volunteer and Fellowship teaching at alternative school systems

Himalayan Region, India & Nepal

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

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## EDUCATION

### MA in Learning Technology and Experience Design

Sep 2024 – May 2026

[New York University](#), [Steinhardt School](#) | [New York, USA](#)

- Concentration: Games for Learning | Coursework: Instructional Design, Learning Sciences, UX Design, EdTech Entrepreneurship, AI in Experience Design, Games & Simulations
- Dingman Scholarship (2024–25) · Steinhardt Parent Scholarship (2025–26)

### MA in Clinical Psychology

May 2013

[B.R. Ambedkar University](#) | [New Delhi, India](#)

- Specialized in Educational Psychology focused on school counseling and special education

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## SKILLS & COMPETENCIES

**Design & Strategy:** Instructional Design (ADDIE, Backward Design) · Learning Experience Design (LXD) · UX Research · User Interviews · Usability Testing · Iterative Prototyping · Product Discovery · Games for Learning

**Leadership & Collaboration:** Cross-functional Team Leadership · Cross-sector Partnership Building · Program Management · Project Management · Educator Training · Stakeholder Engagement

**Tools & Platforms:** Articulate Storyline · Articulate 360 · Figma · Canva · Adobe Suite · Google Suite · Atlassian (Jira/Confluence) · Claude · ChatGPT · Replit · Cursor

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## RECOGNITION & THOUGHT LEADERSHIP

- [NYU Startup Bootcamp](#), *NYU Entrepreneurial Institute (Oct 2025)* — selected to be part of the Leslie ELab Entrepreneurship Bootcamp for my thesis project, *FolkLore*, building a family recipe heirlooms app
- **Events Coordinator, NYU Graduate Student Council** — designing community programming for 50K+ graduate students across education, culture, and human development as part of the student governing body for NYU Steinhardt
- [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](#) — 50,000+ readership on education and social impact