

IPSITA AGARWAL

Journalist. Product Manager. Engineer.

twitter.com/ipsitaag

www.ipsita.co

linkedin.com/in/ipsitaagarwal

medium.com/@ipsita

EXPERIENCE

Wired's Backchannel, Smithsonian Magazine, among others

Journalist | 2016 - Present

Authored narrative non-fiction pieces and in-depth profiles for major news publications:

- Interviewed people doing interesting working in various fields, including ACLU lawyer, Ben Wizner, Olympic medallist, Mary Kom, and India's rocket scientists. Specialised in long-form narratives, with some pieces receiving over 200k reads in under a week of publishing.
- Researched, wrote, pitched, and edited in-depth pieces of 2k+ words each. Samples: ipsita.co/journalist
- Bylines include Wired's Backchannel, Smithsonian Magazine, BuzzFeed News, The Huffington Post, among others. Currently also a content Partner at Medium.com.

Synopted News

Founder & Product Manager | 2013 - 16

Synopted developed news content and formats, aiming to make the news easier to understand online:

- Recruited and led a remote team of three and established processes to ensure good communication and collaboration. Presided over weekly stand-up meetings and promoted the use of transparent roadmaps, research, and documents within the team.
- Designed Synopted's product strategy and roadmap, and increased user retention from <5% in its first iteration, to 20-30% in its later iterations.
- Performed ethnographic research to ensure a deep understanding of the needs and behaviours of news readers among team members. This included a study with 40 participants across metropolitan and rural India, available here: ipsita.co/research
- Developed Synopted's front-end after becoming self-taught in it, from the second iteration onwards. This also improved communication with Synopted's engineers and designers.
- Designed and conducted qualitative usability tests with 10 participants each to study assimilation of news through Synopted's products.

The Times of India

Freelance Journalist, 2006-07 | **Intern**, 2008

Started contributing to The Times of India at 15 years of age:

- Authored and published over 30 stories on current events, lifestyle, and culture.
- Conceptualised and coordinated full page coverage on Indo-Pakistan relations, with contributions from 20 authors from both countries.
- Pitched ideas to the editorial team, conducted interviews, and proofread on strict deadlines.

EDUCATION

Loughborough University, United Kingdom

B.Eng Systems Engineering, 2:1 Hons (UK equivalent of a 3.5/4.0 GPA) | 2009-12

- Focused on systems thinking, human-computer interaction, and the design of autonomous systems.
- Deputy Editor for Label Magazine, managing a team of 14 sub-editors, producing 14 print editions and launching and growing its digital presence to 40k monthly visitors.