

Ashrith Shetty

Design Leader. Mentor. Problem Solver.

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WORK EXPERIENCE

Total: ~11 years

Product Design Manager

Jun 2024 - Current

Keka HR, Bangalore | HR Tech startup

- Provided strategic design leadership across 7 of 14 product pods, including critical areas like Core HR, Performance Management, Hire, and Platform.
- Managed and scaled a high-performing team of up to 12 designers.
- Owned and evolved the Design System to drive consistency across the product ecosystem; initiated a comprehensive documentation effort to boost design and dev efficiency.
- Led the company-wide Accessibility initiative, embedding inclusive design practices into everyday product development.
- Reworked hiring processes to raise the bar for design talent, driving stronger pipelines and more intentional hiring outcomes.
- Mentored senior designers into leadership roles, building a strong succession pipeline and fostering a culture of ownership and autonomy.
- Focused on team morale and engagement through open communication, recognition rituals, and a strong emphasis on psychological safety.

Associate Director - UX (Head of Design)

Jul 2022 - May 2023

inFeedo, Remote | HR Tech startup

- Mentor, leader, and chief problem solver for the design team.
- Led the design standardisation efforts including building an in-house Design System.
- Evangelised Accessibility initiatives within the organisation and achieved WCAG 2.0 compliance for the AI chatbot.

Lead Designer

Feb 2021 - Jun 2022

Scripbox, Bangalore | Fintech startup

- Started as an IC designer and progressed to design leader within a few months. Created a career progression framework for the design team and founded an internship program.
- Built several high-impact features aimed at increasing Share of Wallet with existing customers.
- Spearheaded UX research within the organisation.
- Led the development of our in-house design system “Ketwich”.

Senior UX Designer

Jan 2017 - May 2018

NoBroker, Bangalore | Real Estate startup

- Worked closely with leadership to design new features for the NoBroker web and mobile apps. Led the design efforts for the NoBroker iOS app.
- Led the design efforts for the 0-to-1 product ‘NoBrokerHOOD Society Management System’ across platforms.

Interaction Designer

Apr 2015 - Jun 2016

Zeta, Bangalore | Fintech startup

- As one of the 2 founding designers, I designed the MVP for the Meal Vouchers and Cafeteria Payment solutions.

Specialist - UX Design & Product Strategy

Oct 2014 - Mar 2015

Tapplent, Bangalore | HR Tech startup

- Was single-handedly in-charge of the design for the entire suite of products across web and mobile.

Senior Engineer - UI

Apr 2012 - Sep 2014

Borqs, Bangalore | Mobile & IOT Solutions

- UI design and development on Android OS for OEMs.

Systems Software Engineer

Jul 2010 - Apr 2012

Hewlett-Packard Enterprise, Bangalore | Enterprise Storage

- Quality assurance and test automation for HP Enterprise Storage.

EDUCATION

MS in Human-Computer Interaction

University of Maryland, College Park

2018 - 2020

BE in Computer Science

PESIT, Bangalore (PES University)

2006 - 2010

SKILLS

UX Methods

User Stories, A/B Testing, User Flows, Contextual Inquiry, Affinity Mapping, Card Sorting

Design

Sketching, Wireframing, Prototyping, Data Visualization, 3D Modeling

Coding

HTML/CSS, Javascript, Python, Express, React

Tools

Figma, Sketch, Adobe XD, Fusion 360, Zeplin, Principle, Tableau

PUBLICATIONS

UIST Conference ‘22

TangibleGrid: Tangible Web Layout Design for Blind Users

Dementia Lab Conference ‘21

Lessons Learned from Remote User-Centered Design with People with Dementia

UIST Conference ‘20

Tangible Web Layout Design for Blind and Visually Impaired People

ABOUT ME

Musician. Backpacker. Bookworm. Autodidact. Philomath.