

Ashrith Shetty

Designer. Product Guy. Problem Solver.

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WORK EXPERIENCE

Senior UX Designer

Jan 2017 - May 2018

NoBroker, Bangalore | Real Estate Startup

- Worked closely with the CTO and Product team to define requirements and design new features for the NoBroker web portal and mobile apps.
- Led the design efforts for the NoBroker iOS app.
- Led the design for 2 out of 3 components of the 'NoBrokerHOOD Visitor & Community Management System' apps on iOS and Android.

Interaction Designer

Apr 2015 - Jul 2016

Zeta, Bangalore | FinTech Startup

- Worked with the Product Managers on the earliest iterations of the product.
- Created user stories, flows, wireframes, and clickable prototypes.

Specialist - UX Design and Product Strategy

Oct 2014 - Mar 2015

Tapplent, Bangalore | HR Technology Startup

- Was single-handedly in-charge of the interaction design of the entire suite of products across web and mobile.
- As a Product Manager/Strategist, I liaised between HR domain experts and the Engineering team to outline product features and specifications.

Senior Software Engineer - UI

Apr 2012 - Sep 2014

Borqs, Bangalore | Android Software Solutions

- UI Design and Development on Android

Systems Software Engineer

Jul 2010 - Apr 2012

Hewlett-Packard Enterprise, Bangalore | Enterprise Storage Division

- Quality assurance and test automation for HP Enterprise Storage software.
- Designed and developed UI for remote datacenter management mobile apps on hp webOS.

AWARD

Honorable Mention

Jenny Preece and Ben Schneiderman Award for Excellence in HCIM, 2020
University of Maryland

EDUCATION

MS in Human-Computer Interaction

University of Maryland, College Park
College of Information Studies
Aug 2018 - May 2020

B.Eng in Computer Science

Visvesvaraya Technological University,
Belgaum

PES Institute of Technology, Bangalore
(Now PES University)

2006-2010

SKILLS

UX Methods

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

Design

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

Coding

HTML/CSS, JS, Python, Arduino
Previously : C, Java, Android

Tools

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

ABOUT ME

Musician. Backpacker. Pub Explorer.
Bookworm. Autodidact.
Philomath.

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