

Design Guy.
Product Guy.
Problem Solver.

www.ashrithshetty.com

♠ College Park, MD

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#### **EDUCATION**

### **MS in Human-Computer Interaction**

University of Maryland, College Park College of Information Studies GPA: 4.0, 2018 - 2020 (expected)

## **B.Eng in Computer Science**

Visvesvaraya Technological University, Belgaum

PES Institute of Technology, Bangalore (Now PES University) 2006-2010

#### **SKILLS**

### **UX Methods**

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

#### Design

Sketching, Wireframing, Rapid Prototyping, Data Visualization

### **Coding**

HTML / CSS, Javascript, Python Previously : C, Java, Android

#### **Tools**

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

### **ABOUT ME**

Musician, Singer, Backpacker, Bookworm, Autodidact, Philomath, Former soccer player

#### **EXPERIENCE**

# **Graduate Assistant**

Aug 2018 - Present

## University of Maryland, College Park | Division of IT

- Generating and analyzing reports for the University's Service Desk and Tech Store.
- Working with the IT Division developers on redesigning internal websites.

### **Experience Design Intern**

Jun 2019 - Aug 2019

# Adobe, San Francisco | Adobe XD

- Ideated and designed a feature for Adobe XD that enables more iteration and collaboration among designers.

### 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 products and features in an agile UX environment.
- 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 to define feature specifications.
- 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 domain experts and the tech 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 testing for HP Enterprise Storage software.