# Ashrith Shetty

UX Designer | Product Guy | Problem Solver

**Portfolio : www.ashrithshetty.com**

Bangalore, India
+91 9886480029
ashrith.sh@gmail.com
LinkedIn

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**EXPERIENCE**

### Senior UX Designer
*Jan 2017 - Present*

**NoBroker, Bangalore (www.nobroker.in)**

*Real Estate Startup*

- Working closely with the CTO and Product team to define specifications and design new products and features in an agile UX environment.
- Led the design of the iOS app.
- Led the design for the Unified Admin dashboard which aims to drastically improve the efficiency of our Operations team.
- Using data analytics to redesign existing features in order to increase customer engagement and reduce bounce rates.

### Interaction Designer
*Apr 2015 - Jul 2016*

**Zeta, Bangalore (www.zeta.in)**

*Fintech Startup*

- Worked closely with the Product team to define feature specifications.
- Created user stories, user flows, wireframes and clickable prototypes.

### Specialist - UX Design and Product Strategy
*Oct 2014 - Mar 2015*

**Tapplent, Bangalore (www.tapplent.com)**

*HR Technology Startup*

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

### Senior Engineer - UI
*Apr 2012 - Sep 2014*

**Borqs, Bangalore (www.borqs.com)**

*Android software solutions firm*

- UI design and development on the Android platform.
- Designed and developed a music player prototype which was licensed to various clients such as Panasonic, Micromax and MTS and earned the company revenues upwards of $100,000

### System Software Engineer
*Jul 2010 - Apr 2012*

**Hewlett-Packard Enterprise, Bangalore**

*Enterprise Storage software division.*

- Quality assurance and testing for HP Enterprise Storage software.

**SKILLS**

### User Research

**User Stories, Contextual Enquiry, Usability Testing**

### Design

**Information Architecture, Pencil Sketching, Wireframing, Prototyping**

**Coding**

HTML, CSS

Previous Experience : C, Java, Android

**Tools**

Sketch, Principle, UXPin, Balsamiq, Invision

EDUCATION **Bachelor of Engineering, Computer Science and Engineering** *2006 - 2010*

**PES Institute of Technology (now PES University), Bangalore**

Affiliated to : **Visveswaraya Technology University (VTU), Belgaum, India**

ABOUT ME Musician. Singer. Wannabe writer. Bookworm. Backpacker. Autodidact. Philomath.