

# Ashrith Shetty

UX Designer | Product Guy | Problem Solver

Portfolio : [www.ashrithshetty.com](http://www.ashrithshetty.com)

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## EXPERIENCE

### Senior UX Designer

Jan 2017 - Present

**NoBroker, Bangalore** ([www.nobroker.in](http://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](http://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](http://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](http://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.
- Designed and developed UI for datacenter management apps on PalmOS for mobile and tablet devices.

## 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.