

# Ashrith Shetty

Designer. Product Guy. Problem Solver.

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🏠 College Park, MD

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## WORK EXPERIENCE

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### 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

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### Honorable Mention

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

## EDUCATION

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### 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

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### 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

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