

# Ashrith Shetty

## UX Designer | Product Guy

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

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### EXPERIENCE

- 
- Graduate Assistant - Service Desk Analyst** *Aug 2018 - Present*  
**Division of Information Technology, University of Maryland**
- Generating and analyzing reports for the Service Desk as well as the University Tech Store
  - Working with the IT Division developers on redesigning internal websites.
- Senior UX Designer** *Jan 2017 - May 2018*  
**NoBroker, Bangalore ([www.nobroker.in](http://www.nobroker.in))**  
*Real Estate Startup*
- Worked 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 consumer facing iOS app as well as the internal Unified Operations dashboard
- 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*
- Responsibilities included UI design and development on the Android platform.
  - Co-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 mobile apps on webOS

### EDUCATION

- 
- Master of Science in Human-Computer Interaction** *Aug 2018 - May 2020 (expected)*  
**College of Information Studies, University of Maryland**
- Bachelor of Engineering in Computer Science & Engineering** *Jan 2017 - May 2017*  
**PES Institute of Technology (now PES University), Bangalore**  
Affiliated to : **Visveswaraya Technology University, Belgaum, India**

### SKILLS

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**Research**

Personas

User Stories

Contextual Inquiry

A / B Testing

**Design**

User Flows

Card Sorting

Sketching

Wireframing

Prototyping

**Coding**

HTML / CSS

Javascript

Formerly :

C

Java

Android

**Tools**

Sketch

Principle

Invision

Framer

UXPin

Balsamic

### ABOUT ME

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Musician

Singer

Wannabe writer

Bookworm

Backpacker

Autodidact

Philomath