Ashrith Shetty

Designer. Product Guy. Problem Solver.

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WORK EXPERIENCE

Experience Design Intern
Summer 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 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.

EDUCATION

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

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

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