

# Ashrith Shetty

Designer. Product Guy. Problem Solver.

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

🏠 College Park, MD

☎ +1 (240) 495 8331

✉ [ashrith.sh@gmail.com](mailto:ashrith.sh@gmail.com)

👤 [www.linkedin.com/in/ashrith](http://www.linkedin.com/in/ashrith)

## WORK EXPERIENCE

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### 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 products and features in an agile UX environment.
- 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' app 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

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### MS in Human-Computer Interaction

University of Maryland, College Park

College of Information Studies

Aug 2018 - May 2020 (expected)

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

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

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