Ashrith Shetty

DESIGNER | PRODUCT GUY | PROBLEM SOLVER

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EDUCATION

Master of Science in Human-Computer Interaction
Aug 2018 - May 2020 (expected)

University of Maryland, College Park | *College of Information Studies*
GPA : 4.0

Bachelor of Engineering in Computer Science
Aug 2006 - Jun 2010

Visvesvaraya Technological University, Belgaum | *PES Institute of Technology (now PES University), Bangalore*

EXPERIENCE

Graduate Assistant - Service Desk Analyst
Aug 2018 - Present

Division of IT, University of Maryland, College Park

- Generating and analyzing reports for the University's Service Desk and Tech Store
- Working with the IT Division developers on redesigning internal websites.

Senior UX Designer
Jan 2017 - May 2018

NoBroker, Bangalore | *Real Estate Startup* | www.nobroker.in

- 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 efforts for the consumer-facing iOS app.
- Single-handedly conceptualised and designed the internal Unified Operations dashboard with the aim of increasing the efficiency of the Operations executives.

Interaction Designer
Apr 2015 - Jul 2016

Zeta, Bangalore | *Fintech Startup* | www.zeta.in

- Worked closely with the Product Managers 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 | *HR Tech Startup* | www. tapplent.com

- 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 | *Android software solutions* | www.borqs.com

- 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.

Systems Software Engineer
Jul 2010 - Apr 2012

Hewlett-Packard Enterprise, Bangalore | *Enterprise Storage division*

- Quality assurance and testing for HP Enterprise Storage software.
- Designed and developed UI for remote datacenter management mobile apps on hp webOS.

SKILLS

UX Methods

Personas
User Stories
A / B Testing
User Flows
Contextual Inquiry
Affinity Diagrams
Card Sorting

Design

Sketching
Wireframing
Rapid Prototyping
Data Visualization

Coding

HTML / CSS
Javascript
D3.JS
Formerly :
C, Java, Android, Python

Tools

Sketch
Principle
Zeplin
Invision
UXPin
Tableau

ABOUT ME

Musician
Singer
Bookworm
Backpacker
Philomath
Autodidact