

Ashrith Shetty

Design Lead. Mentor. Problem Solver.

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WORK EXPERIENCE

Lead Designer

Feb 2021 - Present

Scripbox, Bangalore

- Built several high-impact features aimed at increasing Share of Wallet with existing customers.
- Mentor, leader, and chief problem solver for the design team. Also started the internship program.
- Created a progression framework for the design team with clearly defined roles and responsibilities.
- Spearheaded UX research within the organisation.
- Leading product redesign and design standardisation efforts including development of our in-house design system "Ketwich".

Senior UX Designer

Jan 2017 - May 2018

NoBroker, Bangalore

- Worked closely with the CTO and Product team to define requirements and design new features for the NoBroker web and mobile apps.
- Led the design efforts for the NoBroker iOS app.
- Led the design efforts for the 0-to-1 product 'NoBrokerHOOD Society Management System' across platforms.

Interaction Designer

Apr 2015 - Jun 2016

Zeta Suite, Bangalore

- As one of the 2 founding designers, I designed the MVP for the Meal Vouchers and Cafeteria Payment solutions.
- Helped build the design team.

Specialist - UX Design & Product Strategy

Oct 2014 - Mar 2015

Tapplent, Bangalore

- Was single-handedly in-charge of the design for 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 Engineer - UI

Apr 2012 - Sep 2014

Borqs, Bangalore

- UI customisation (Design and Development) on Android OS for OEMs.

Systems Software Engineer

Jul 2010 - Apr 2012

Hewlett-Packard Enterprise, Bangalore

- Quality assurance and test automation for HP Enterprise Storage.

EDUCATION

MS in Human-Computer Interaction

University of Maryland, College Park

2018 - 2020

BE in Computer Science

PESIT, Bangalore (PES University)

2006 - 2010

SKILLS

UX Methods

User Stories, A/B Testing, User Flows, Contextual Inquiry, Affinity Mapping, Card Sorting

Design

Sketching, Wireframing, Prototyping, Data Visualization, 3D Modeling

Coding

HTML/CSS, JS, Python, Arduino
Previously : C, Java, Android

Tools

Figma, Sketch, Adobe XD, Fusion 360, Zeplin, Principle, Tableau

PUBLICATIONS

UIST Conference '20

Tangible Web Layout Design for Blind and Visually Impaired People

Dementia Lab Conference '21

Lessons Learned from Remote User-Centered Design with People with Dementia

ABOUT ME

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