

# Ashrith Shetty

**UX Designer . Product Manager**

Portfolio : [Dropbox](#) | [Behance](#) | [Dribbble](#)

ashrith.sh@gmail.com

+91 9886480029

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

---

## Experience

### Senior UX Designer

Jan 2017 - Present

**NoBroker, Bangalore** ([www.nobroker.in](http://www.nobroker.in))

*Real Estate startup*

- Responsible for the design of new products and features across platforms.
- Designed the iOS app from scratch
- Designed the Unified Admin Dashboard which drastically increased the efficiency of our Operations team.
- Redesigned numerous existing features across platforms.

### Interaction Designer

Apr 2015 - Jul 2016

**Zeta (a part of Directi Internet Solutions), Bangalore** ([www.zeta.in](http://www.zeta.in) / [www.directi.com](http://www.directi.com))

*Payments startup*

- As one of the first two design hires at Zeta, I was instrumental in formulating the design strategy for the product.
- Assisting Product Managers in defining feature specifications.

### Specialist - UX Design and Product Strategy

Dec 2014 - Mar 2015

**Tapplent Technologies, Bangalore**

*Early stage startup working on a suite of HR applications on mobile and web.*

- Single-handedly designed 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 Software Solutions, Bangalore** ([www.borqs.com](http://www.borqs.com))

*Android development firm*

- 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 \$75,000

### System Software Engineer

Jul 2010 - Apr 2012

**HP Enterprise, Bangalore**

*Enterprise Storage software division.*

- Usability and black-box testing for HP Enterprise Storage software.

## Skills

- Sketching, Wireframing, Prototyping, Product Management
- Tools used : Sketch, Principle, UXPin, Balsamiq, Adobe Illustrator
- Coding experience : C, Java, Android

## Education

### Bachelor of Engineering (BE) in Computer Science

2006 - 2010

**PES Institute of Technology (now PES University), Bangalore**

## About Me

Startup aficionado. Aspiring filmmaker. Musician. Singer. Former coder. Beard cultivator. Bookworm. Backpacker. Foodie. Philomath. Autodidact