

# Ashrith Shetty

DESIGNER | PRODUCT GUY | PROBLEM SOLVER

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

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## EXPERIENCE

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### 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](http://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](http://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](http://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](http://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.

## EDUCATION

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### Master of Science in Human-Computer Interaction

Aug 2018 - May 2020  
(expected)

University of Maryland, College Park | *College of Information Studies*

### Bachelor of Engineering in Computer Science

Aug 2006 - Jun 2010

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

## SKILLS

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### 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  
Balsamiq

## ABOUT ME

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Musician  
Singer  
Bookworm  
Backpacker  
Philomath  
Autodidact