

Ashrith Shetty

UX Designer . Product Manager

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

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Experience

Senior UX Designer

Jan 2017 - Present

NoBroker, Bangalore (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 / www.directi.com)

Upcoming 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)

Android development firm

- UI design and development on the Android platform.
- 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