

Ashrith Shetty

UX Designer | Product Guy | Problem Solver

Portfolio : www.ashrithshetty.com

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EXPERIENCE

Senior UX Designer

Jan 2017 - Present

NoBroker, Bangalore (www.nobroker.in)

Real Estate Startup

- Working closely with the CTO and Product team to define specifications and design new products and features in an agile UX environment.
- Led the design of the iOS app.
- Led the design for the Unified Admin dashboard which aims to drastically improve the efficiency of our Operations team.
- Using data analytics to redesign existing features in order to increase customer engagement and reduce bounce rates.

Interaction Designer

Apr 2015 - Jul 2016

Zeta, Bangalore (www.zeta.in)

Fintech Startup

- Worked closely with the Product team 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 (www.tapplent.com)

HR Technology Startup

- 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 (www.borqs.com)

Android software solutions 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 \$100,000

System Software Engineer

Jul 2010 - Apr 2012

Hewlett-Packard Enterprise, Bangalore

Enterprise Storage software division.

- Quality assurance and testing for HP Enterprise Storage software.
- Designed and developed UI for datacenter management apps on PalmOS for mobile and tablet devices.

SKILLS

User Research

User Stories, Contextual Enquiry, Usability Testing

Design

Information Architecture, Pencil Sketching, Wireframing, Prototyping

Coding

HTML, CSS

Previous Experience : C, Java, Android

Tools

Sketch, Principle, UXPin, Balsamiq, Invision

EDUCATION

Bachelor of Engineering, Computer Science and Engineering

2006 - 2010

PES Institute of Technology (now PES University), Bangalore

Affiliated to : **Visveswaraya Technology University (VTU), Belgaum, India**

OTHER ACTIVITIES

- Was part of the Football (soccer) team at HP which won numerous corporate tournaments
- Former bass guitarist and songwriter for the alternative rock band Old School Rebels
- Former frontman and guitarist for the corporate rock band Waves at HP

ABOUT ME

Musician. Singer. Wannabe writer. Bookworm. Backpacker. Autodidact. Philomath.