

# Ashrith Shetty

Design Leader. Mentor. Problem Solver.

## WORK EXPERIENCE

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**Associate Director - UX (Head of Design)** Jul 2022 - May 2023

**inFeedo, Remote** | HR Tech startup, Series A

- Mentor, leader, and chief problem solver for the design team.
- Led the design standardisation efforts including building an in-house Design System.
- Evangelised Accessibility initiatives within the organisation and achieved WCAG 2.0 compliance for the AI chatbot.

**Lead Designer** Feb 2021 - Jun 2022

**Scripbox, Bangalore** | Fintech startup, Series D

- Started as an IC designer and progressed to design leader within a few months. Created a career progression framework for the design team and founded an internship program.
- Built several high-impact features aimed at increasing Share of Wallet with existing customers.
- Spearheaded UX research within the organisation.
- Led the development of our in-house design system "Ketwich".

**Senior UX Designer** Jan 2017 - May 2018

**NoBroker, Bangalore** | Real Estate startup, Unicorn

- Worked closely with leadership to 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** | Fintech startup, Unicorn

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

**Specialist - UX Design & Product Strategy** Oct 2014 - Mar 2015

**Tappulent, Bangalore** | HR Tech startup

- Was single-handedly in-charge of the design for the entire suite of products across web and mobile.

**Senior Engineer - UI** Apr 2012 - Sep 2014

**Borqs, Bangalore** | Mobile & IOT Solutions

- UI design and development on Android OS for OEMs.

**Systems Software Engineer** Jul 2010 - Apr 2012

**Hewlett-Packard Enterprise, Bangalore** | Enterprise Storage

- Quality assurance and test automation for HP Enterprise Storage.

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Portfolio: www.ashrithshetty.com

## EDUCATION

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**MS in Human-Computer Interaction**

**University of Maryland, College Park**

2018 - 2020

**BE in Computer Science**

**PESIT, Bangalore (PES University)**

2006 - 2010

## SKILLS

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### 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

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### 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

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