

# Sanketh Shetty

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## SUMMARY

- 9+ years of experience in enterprise and mobile applications, collaborating with cross-functional teams of product managers and engineers.
- Experience working with web and mobile platforms, design systems, information architecture, user flows, user journeys, wireframes, mockups, and interactive prototypes.
- Expert user of Figma and its latest features.
- Familiar with technical knowledge of HTML, CSS, JavaScript, and React.

## EXPERIENCE

### Product Designer – Greendot

July 2022 - Present

- Established a new design system(Denali) with components from older design systems as well as net new components.
- Improved design scalability by constructing components with the latest Figma features, such as component properties, variants, auto layout, and token variables.
- Redesigned/ Refactored 15+ user flows using the new Denali design system upgrading web and native iOS designs.
- Saved 100+ work hours by configuring styles to be swappable for a white-label platform. This also reduced the time to onboard any new enterprise client.
- Used Figma for all the wireframing and interactive prototyping, and to collaborate with stakeholders for feedback and developer handoffs.
- Used Apple's HIG for iOS as a guide to design mobile app screens and interactions.
- Implemented feedback from accessibility reports and client branding requests into the white-label platform. This helped compound the benefits from each enterprise client.
- Validated hypothesis using usertesting.com to clarify design direction.

### Product Designer – Visa

June 2016 - June 2022

- Led the design of an internal portal for provisioning databases from concept to launch within Visa's cloud platform, onboarding 500+ new database nodes and a significant reduction in provisioning time.
- Reduced the time-on-task to provision resources from hours to less than 2 mins by adopting data-driven defaults, in-context help, and logical data hierarchy.
- Saved the company 1000+ work hours by reducing the ongoing support tickets related to usability issues and reducing the need to communicate between admins and engineers.
- Reduced meeting times by 50%+ by using visual storytelling with stakeholders.
- Influenced stakeholders in the database operations team to standardize their offering to internal users, leading to huge boosts in productivity for admins and engineers. This saved the company 1000+ hours.
- Built rapport with internal users and collected feedback/ insights asynchronously. Used this feedback during stakeholder conversations to influence direction.
- Increased design efficiency by contributing to the design system using advanced features like auto-layout, component properties, and variants.

## SKILLS AND TOOLS

**SKILLS:** User Experience Design ( UX ) | Human-centered design | User Interface Design ( UI ) | Wireframing | Interaction Design | User-centered Design | User Research | Prototyping | Usability Testing | Design Thinking | Research | Information Architecture | Sitemap | Mockups | User stories | Core User Journeys | User flows | WCAG | Empathy mapping | Affinity mapping | Personas | Storyboarding | Agile | Scrum

**TOOLS:** Figma | Balsamiq | Miro | Mural | Zeplin | Webflow | UXPin | FigJam | Proto.io | Canva | Whimsical | MS OneNote | Material Design | Apple HIG | HTML5 | CSS | Javascript | ReactJS

## EDUCATION

University of Colorado Boulder - Master of Science • 2016

IIT Roorkee - Bachelor of Technology • 2014