Theertha Shetty
UI/UX Designer

Get in touch

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Summary

User-centered design generalist with 2+ years of experience crafting informed and intuitive user experiences for mobile apps and web.

Professional Experience

Resident UI/UX Designer
Aug 2024- Current

Zemlia, Remote, USA

I collaborate with a cross-functional agile team to iterate on product features and deliver an AI-powered platform. I design task flows, wireframes, and high-fidelity prototypes to clearly communicate design direction. By conducting usability testing, I have validated solutions and integrated feedback to enhance the user experience. Additionally, I contribute to the design system by creating reusable components for consistency and scalability.

UI/UX Design Contractor
Aug 2024- Nov 2024

Furniture Repair Bank, Seattle, USA

I improved the group volunteering webpage by conducting user research and identifying workflow gaps through interviews with corporate sponsors. Collaborating with the client, I addressed business needs and streamlined the request process, reducing the outreach manager's workload by 50% with a new request form and FAQs.

UI/UX Designer
Jan 2021-Sep 2022

Labyrinth Technologies, Bengaluru, India

I led Growth Design for an AI-powered iOS photo vault, increasing first-time user downloads by 300% through targeted design and social media marketing. By conducting market research and user feedback analysis, I identified key opportunities for improving user experience and engagement. I designed four new features to enhance the app's go-to-market strategy, focusing on growth and monetization. Working closely with the engineering and founding team, I developed the product strategy, implemented a design system for UI consistency, and conducted usability tests to ensure a quality product release for shipment.

Contract Designer
Nov 2020-Nov 2021

KV Associates, Bengaluru, India

I directed web design, social media marketing, and team formation for a legal startup. I performed website audits for Lawginet, KV Associates, and Mandatz, collaborating with external developers to enhance UI+UX. For Mandatz, I designed high-fidelity dashboard wireframes using Salesforce's design system for RFP and contract review features. I also spearheaded social media marketing on Facebook and LinkedIn, while mentoring and managing a team of two.

Junior Architect
Jan 2020-Sep 2020

Zachariah Consultants, Bengaluru, India

I generated detailed drawings according to local building code and specifications for high rise buildings.

Extracurriculars

- Placed 2nd at 2024 UW Dempsey Startup Competition with student-led start-up, MoodRoom, as Lead Product Designer.
- Volunteer Student Member at Environmental Stewardship Committee at University of Washington from Jan to Sept 2023.
- Volunteer Intern at 2024 Keiretsu Investor Expo.
- Volunteer Intern at 2024 PNW Climate Week.

Hard Skills

Product Strategy, Product Roadmap, Product Management, Agile Methodology, Social Media Marketing

Research

User Research, Qualitative Research, Market Research, Customer Journey mapping, Personas, Heuristic evaluation and Usability testing.

Design

Information architecture, User Flows, User Stories, Growth Design, Storyboarding, User Experience and Interface design, Web and mobile (iOS and Android) design, Wireframes and (high and low fidelity) Prototypes, Design systems and specifications, Visual Design and Branding.

Tools

Figma, SketchUp+Vray, AutoCAD, DaVinci Resolve, Photoshop and Illustrator, MS Office and Google Suite.

Education

Master of Science in Human Centered Design and Engineering
University of Washington, Seattle — **Jun 2024**

Relevant Coursework: User centered design, Usability Studies, Theoretical foundations of HCD, Designing a human centered venture, Navigating design in organizations, International UX, Qualitative Research methods, Interaction Design, Physical Computing and Prototyping, Business Plan Practicum, Design and Management of Complex Systems and Capstone 2024

Bachelors in Architecture
Manipal University, Manipal, India — **Jun 2014- May 2019**

Relevant Coursework: Architectural Detail and Design, Product Design elective, Principles of Urban Design, Principles of Sustainable Design, Principles of Environmental Design

Interests

Environmental Sustainability and climate change action. Business strategy and product sustainability.