

Theertha Shetty

Product Designer

Bengaluru, KA

Product Designer with a Master's degree in Human Centered Design and Engineering and 3 years of experience scaling early-stage solutions in B2C, healthcare and nonprofits. Served as Cacti's sole designer for 1.5 years.

experience

UI/UX Designer Contract May 2025- Nov 2025

BrightInsight | Remote, USA

BrightInsight is a 500 person company with global distributed teams offering digital healthcare solutions. Its clients include Sanofi and Novo Nordisk

- Designed and implemented 3 features for T-Coach mobile app, to target a 20% increase in engagement and treatment adherence of 200+ Spanish patients.
- Accelerated development cycle by 2 weeks by integrating Figma Make interactive prototypes into the design discussions, reducing design-to-development coordination time by 50%.
- Reduced post-launch rework by identifying and prioritizing 42 bugs found through QA testing of the patient mobile app and service web platform.
- Optimized design workflows for future releases by reorganizing Figma architecture to create a "copy-and-edit" model for local versions and mapped 200+ assets to new library tokens reducing styling discrepancies.
- Ensured on-time delivery of team-wide milestones by providing surge support to colleagues during high-volume periods

UI/UX Designer Resident Aug 2024- Jul 2025

Zemlia | Remote, USA

Zemlia was a pre-seed startup consisting of 4 residents building a C2C platform focused on providing actionable insights towards sustainable living using user provided data.

- Co-led product discovery with the Founder and Lead Engineer to define product vision; translated group brainstorms on FigJam into high-fidelity Figma prototypes to validate technical feasibility and user experience flow.
- Validated product-market fit by conducting 4 usability testing sessions, turned user feedback into refinements that improved user experience flow.

UX Designer Volunteer Aug 2024- Nov 2024

Furniture Repair Bank | Seattle, USA

Furniture Repair Bank is a non-profit refurbishing furniture to support vulnerable communities. It offers group-volunteer experiences for clients like Starbucks and REI.

- Reduced the group-volunteer scheduling lifecycle by 75% by implementing request forms and self-service information, cutting manual communication by half.
- Conducted a qualitative research plan (5 user interviews and 5 competitor audits) to identify workflow gaps and proposed high-impact low-lift solutions from insights.
- Partnered with the stakeholder and users to iteratively refine the proposed solution based on feedback, ensuring alignment and minimizing post-launch pivots.

get in touch

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View Project Casestudy

View website

education

Master of Science in Human Centered Design and Engineering

University of Washington,
Seattle, WA

Bachelors in Architecture

Manipal University,
Manipal, India

skills

research

Quantitative research methods: Surveys, Card Sorting, Competitor Analysis, Analytics

Qualitative research methods: User Research, Interviews, Contextual Inquiry, Usability Testing, QA Testing, Heuristic Evaluation, Audits

design

Systems Design: Information Architecture, Journey mapping

Accessibility Design: WCAG, AAA, AA

Prototyping, Growth Design, Branding

Responsive and Cross-platform Design: Android, iOS and web

Design systems and libraries

Detail and specification: Workflow documentation, Functional specifications

product strategy

Epics and User Stories

Product requirements documentation

KPI definition

tools

Prototyping: **Figma, Figma Make, Lovable, Wix, SquareSpace**

Brainstorming: **FigJam, Miro**

Visual Design: **Photoshop, Illustrator**

Motion Design: **Lottie animation, Da Vinci Resolve**

Architecture: **CAD, SketchUp**

Product Owner & Designer Full time

Jan 2021- Sep 2022

Labyrinth Technologies, I Bengaluru, India

Labyrinth Technologies was a 11 person remote startup focused on designing and building machine learning systems for B2C and B2B products.

- Drove 300% increase in first-time downloads of Cacti, an AI-powered photo vault, by shipping 2 new features, end-to-end, and standardizing the user interface.
- Took ownership of Cacti by creating the product roadmap, monetization strategy, social media marketing and marketing website redesign, helping the founders focus on core business scaling.
- Established design processes as the first and only designer by introducing practices that enhanced design clarity, decision-making, and historical tracking.
- Partnered with the founders and developer to plan product strategy and execute designs, ensuring alignment and timely delivery of project milestones.

UI/UX Designer Freelance

Nov 2020 – Nov 2021

KV Associates I Bengaluru, Karnataka

KV Associates is a law firm specialized in providing legal advisory to governments and multi-national corporations on IP, contracts and policy.

- Redesigned the company website, enhancing user experience and aligning the design with business goals through comprehensive audits and collaboration with the web development team.
- Designed task flows and screens for a multi-persona collaborative contracting tool and was recognized for taking ownership by learning legal processes and terms, demonstrating initiative and ensuring accuracy and effectiveness.
- Recruited and mentored a social media team, allowing a focused dedication to UX/UI design to meet deadlines.