Theertha Shetty
Product + UX Designer

Seattle, WA

get in touch

theertha.shetty36@gmail.com | LinkedIn
www.theerthashetty.com

work experience

Resident UX/UI Designer
Aug 2024- Present

Zemlia, Remote, USA

- Iterated on product features by collaborating with a cross-functional agile team of designers, engineering and founder to deliver an AI-powered personal-sustainability web-platform.
- Developed task flows, wireframes, and high-fidelity prototypes to communicate design direction effectively of complex ideas.
- Conducted concept and usability testing of features to validate solutions and integrated feedback to optimize the user experience.
- Contributed to the design system, creating reusable components for consistent and scalable design.

Volunteer UX/UI Designer
Aug 2024- Nov-2024

Furniture Repair Bank, Seattle, USA

- Conducted qualitative research through stakeholder interviews of current website to identify workflow constraints and improve usability.
- Proposed solutions and presented design rationale to client, ensuring alignment with business goals.
- Simplified the onboarding process on website, reducing task completion time by 50% with streamlined forms and FAQs.

Product Manager/ UX/UI Designer
Jan 2021-Sep 2022

Labyrinth Technologies, Bengaluru, India

- Spearheaded growth design initiatives for an AI-powered photo vault, driving a 300% increase in first-time user downloads.
- Conducted user research and application audit to identify experience gaps and competitive market analysis to inform engagement strategies.
- Partnered with founders and engineers to design and develop product strategy, overseeing the experience from concept to launch.
- Designed 4 new features based off user requests to improve its go-to-market strategy with a focus on future monetization and growth.
- Collaborated with engineer to perform in-house usability tests to ensure quality assured product release based off feedback.
- Built a scalable design system to ensure UI consistency and high-fidelity prototypes for seamless handoffs to developer.

Contract Product Designer
Nov 2020-Nov 2021

KV Associates, Bengaluru, India

- Collaborated with founder to design high-fidelity wireframes for a legal compliance tool using the Salesforce design system.
- Conducted website audits, partnering with developers to implement impactful UI/UX improvements.
- Led the creation of a social media strategy, mentoring a small team and enhancing the company's digital presence.

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.

about

Human-centered designer with 2+ years of experience crafting informed and intuitive end-to-end user experiences for mobile apps and web in fast-paced start-up environments.

skills

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

research

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

design

Design thinking, Information architecture, Task 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 **Sep 2022- Jun 2024**

Bachelors in Architecture

Manipal University, Manipal, India **Jun 2014- May 2019**

interests

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