Theertha Shetty

UI/UX Designer

Phone: +91 8828022700 | Portfolio: https://theertha-shetty.netlify.app | Email: theerthavshetty@gmail.com | LinkedIn: www.linkedin.com/in/63theerthashetty

SUMMARY

UI/UX designer with 2+ years of experience designing AI-driven learning products used by 8,000+ faculty and 200,000+ students across institutions, working end to end from UX strategy to visual delivery with cross-functional teams.

WORK EXPERIENCE

EDWISELY (ONSITE | HYDERABAD, INDIA)

ASSOCIATE UI/UX DESIGNER

MAR 2025 - OCT 2026

- Led design direction for the product team, owning work from UX strategy to visual delivery.
- Designed end-to-end AI-driven learning and teaching features, including a Case Studies Module assessing student reasoning and research, and an AI-assisted video assessment workflow reducing evaluation time per question by 60%.
- Redesigned student and faculty dashboards, feedback, and profile management; extended the design system as needed.
- Redesigned the structure and flow of internal tools so subject matter experts can build learning content directly, reducing engineering dependency.
- Led the brand refresh across digital and print, including guidelines, press kit, and the website redesign.

UI/UX DESIGN INTERN

AUG 2024 - FEB 2025

- Created designs for both web and mobile applications, adapting layouts and interaction patterns to each platform.
- Worked on gamifying learning for students and making teaching more engaging through features like lesson hooks, which help faculty plan how to open a topic and hold the classroom's attention.
- Independently redesigned Edwisely's official website.

7D DESIGN (ONSITE | BENGALURU, INDIA)

CREATIVE THINKER INTERN

MAY 2023 - AUG 2023

- Designed a webpage to launch a new project for one of the studio's clients.
- Created engaging social media posts and collaborated with team members to brainstorm ad campaign ideas.
- Conducted research to identify market trends and assisted in implementing marketing strategies to reach the target audience.

SKILLS

Design: UX Design, UI Design, Interaction Design, Experience Design, Design Systems, Accessibility, Wireframing, Prototyping, User Research, End-to-End Ownership

AI & Emerging Tech: AI-Assisted Product Design, Generative AI, Prompt Engineering, AR / VR

Collaboration: Cross-functional Collaboration, Stakeholder Communication, Design Handoff

Tools: Figma, Claude, ChatGPT, Affinity, Adobe Creative Cloud, Canva, Google Flow

EDUCATION

PGDM COMMUNICATION DESIGN (UI/UX)

NICC - International College Of Design & Technology | 2021 - 2023

MBA - MARKETING (TWIN PROGRAM WITH NICC)

Bharathiar University | 2021 - 2023

B.COM

V. G. Vaze College Of Arts, Science & Commerce | 2017 - 2020

CERTIFICATIONS

HIGH STAKES UX MASTERY

Z SCHOOL BY ZEUX INNOVATIONS | Aug - *Ongoing*