

Theertha Shetty

UI/UX Designer | Hyderabad, India

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SUMMARY

UI/UX designer with 2+ years of experience designing AI-driven learning products end to end, from UX strategy to visual delivery. I understand people, experiment with tools and untangle complexity for a living.

WORK EXPERIENCE

EDWISELY (ONSITE | HYDERABAD, INDIA)

ASSOCIATE UI/UX DESIGNER

MAR 2025 - PRESENT

- Acted as the lead in practice, overseeing the team's ongoing work and setting design direction while they owned their individual projects.
- Owned the end-to-end product experience from UX strategy to visual delivery, working cross-functionally with engineering and academic teams.
- Designed AI-driven features for learning and teaching end to end, making both easier and more engaging. These include Case Studies Module, which assesses how students reason and research rather than just their final answer, and an AI-assisted Video Assessment evaluation flow that pre-fills rubric scores for faculty to adjust, reducing evaluation time.
- Redesigned student and faculty experiences end to end, including the dashboard, faculty feedback module, and profile management, and extended the design system where projects required.
- Redesigned the structure and flow of internal tools that let subject matter experts organize and author platform learning content directly, reducing engineering dependency.
- Directed the Edwisely brand refresh across digital and physical output, refreshing color and type, setting brand guidelines, delivering the press kit, stationery and signage.

UI/UX DESIGN INTERN

AUG 2024 - FEB 2025

- Translated product requirements into wireframes and high-fidelity Figma screens for student and faculty modules, working with product and engineering through design reviews and handoff.
- 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 and delivered 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 (DISTANCE)

Bharathiar University | 2021 - 2023

B.COM

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

CERTIFICATIONS

HIGH STAKES UX MASTERY

Z School | July 2026 - Ongoing