

PRIYANKA SHETYE

User Experience professional with a passion to take on new challenges and deliver quality experiences

EXPERIENCE

Senior Product Designer

Jul 15 - Current

VMware, California

- Revamping VMware's primary product vSphere by providing data driven and more performant design solutions for key features such as Host Profiles, Content Library and Web Console
- Strategized and designed an end to end experience of a greenfield SaaS product using Agile methodologies

Senior User Experience Designer

May 10 - Jul 15

Oracle Americas Inc, California

- Redesigned core UX solutions to create a unified experience across all Oracle Fusion Applications suite
- Spearheaded the design efforts for Project Portfolio Management pillar on products such as collaborative project management, change management and funds management
- Collaborated with strategy, product and development teams in an Agile UX environment
- Introduced an improvised affinity diagramming technique to help product managers identify the real use cases instead of falling into the feature creep trap
- Mentored interns and enabled them to produce quality deliverables as per industry standards

Research Assistant

Oct 09 - Apr 10

Carnegie Mellon University, Pittsburgh

- Led a team of three while conducting research for a project sponsored by Center of Disease Control
- Conducted contextual inquiries and ran onsite concept validation sessions

Programmer Analyst

Sep 07 - Jun 08

Syntel Ltd, Mumbai

- Built applications to support a general ledger system for American Express

EDUCATION

MS in Human Computer Interaction

Aug 08 - Aug 09

Carnegie Mellon University, Pittsburgh

BS in Information Technology

Jul 03 - May 07

Fr.CRCE, Mumbai University, Mumbai

PORTFOLIO

www.priyankashetye.com

CONTACT

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DESIGN

Storyboarding

Information Architecture

Low and Hi-fi Prototyping

User Interface Design

Bodystorming

Concept Validation

RESEARCH

Personas

Scenarios

Heuristic Evaluation

Cognitive Walkthrough

Contextual Design

Affinity Diagramming

Think Aloud

TOOLS

Visio

Illustrator

Photoshop

InDesign

MsOffice

AWARDS

Second place in MobileHCI 2010 Design Competition in Portugal

First place in Gamification Design Jam at Oracle in 2012