

Priyanka Shetye

Strategy driven design leader and enabler. I build, coach, optimize design teams and processes to catalyze business delivery. I prefer enabling my team to lead and provide the support needed but when necessary, I lead from the front.

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WORK EXPERIENCE

VMware Inc. / Product Design Manager

Jul 2015 - Current, Palo Alto

- Design Manager of VMware's Hyper Converged Infrastructure Business Unit
- Manage 10 designers across 4 globally distributed product design teams
- Architect a business driven user centric visions and develop strategies to achieve with cross-functional partners
- Foster end to end user centered design thinking and collaboration within UX and cross functional teams
- Defined a UX engagement process from defining requirements to project delivery which is being used across our design organization of ~100 designers

As a Staff Product Designer:

- Led a 4 person design team to deliver vSphere 7.0's key capability of Simplified Lifecycle management solution allowing users to fully automate and simplify updates
- Successfully influenced stakeholders to deliver user-centric solutions

Oracle / Senior User Experience Designer

May 2010 - Jul 2015, Redwood City

- Redesigned core UX solutions to create a unified experience across all Oracle Fusion Applications suite
- Spearheaded the product design efforts for Project Portfolio Management BU on projects such as project management, change management and funds management
- Collaborated with strategy, product and development teams
- Established multiple patterns for the Oracle design systems library
- Improvised affinity diagramming technique to avoid feature creep
- Mentored interns to provide quality enterprise ready deliverables

Carnegie Mellon University (CMU) / Research Assistant

Oct 2009 - Apr 2010, Pittsburgh

Syntel Ltd. / Software Engineer

Sep 2007 - Jun 2008, Mumbai

EDUCATION

Carnegie Mellon University (CMU) / MS in HCI

Aug 2008 - Aug 2009, Pittsburgh

Fr.CRCE, Mumbai University / BS in Information Technology

Jul 2003 - May 2007, Mumbai

SKILLS

Design

Design Strategy
Design Thinking Workshops
Design Education
UX Planning
Storyboarding
Information Architecture
Low and Hi-fi Prototyping
User Interface Design
Service Design

Research

Personas & Scenarios
Concept Validation
Heuristic Evaluation
Cognitive Walkthrough
Contextual Design
Affinity Diagramming
Think Aloud

Tools

Sketch
Abstract
Figma
Invision
Visio
Adobe Suite
JIRA

CERTIFICATIONS & AWARDS

- **Harvard Business School -**
Management Essentials
- Second position in MobileHCI 2010
Design Competition in Portugal

PUBLICATIONS

Namrata Verma, Priyanka Shetye,
Diya Gangopadhyay, Mukul Bisht,
Iryna Pavlyshak, Find It: Information
at Hand, MobileHCI 2010
September 7-10, Lisbon, Portugal,
ACM 978-1-60558-835-3/10/09.