

# 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.