CHERRISHA SHETTY

PRODUCT DESIGNER | DESIGN ENGINEER

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SUMMARY

Product designer and design engineer who takes AI products **from 0 to 1**, covering research, information architecture, interaction design, prototyping and design systems in **Figma**, then brings designs to life in code with **AI tools (Claude Code, Codex)**. **2 years on AI-powered B2B products**; designed Agent Builder's **conversational AI copilot** and published a **100+ component design system** to npm.

EXPERIENCE

Phronetic AI, Bengaluru | *UI/UX Designer* **Nov 2024 – Present**

- Owned end-to-end UI/UX across **4 AI-powered web products (2 live)** as the **sole full-time designer** for much of the tenure, working with a dedicated product manager on each product, 2–3 engineers, founders and a senior freelance designer.
- Launched **Agent Builder from 0 to 1** by turning evolving requirements into information architecture, flows, prototypes and final UI, including a **conversational AI copilot** where users build agents by talking to AI.
- Published a **100+ component design system** as **versioned npm packages** (p-ds, p-ds-tokens), now being integrated across **all products** for faster implementation and **consistent, reusable frontend components**, by aligning Figma variables, Auto Layout, tokens and states with code, with **contrast-checked tokens** and hover and focus states.
- **Reduced misclicks, with no navigation complaints,** by replacing two nested back buttons with breadcrumbs and creating a **two-level structure from scratch** that lowers cognitive load while keeping required controls available as pages and features grew.
- Shipped the **complete Enterprise Platform redesign** for agent approval, administration and member workflows, with signed-off requirements before build, by **leading research**, **2 PRDs** and interface design; analytics designs were approved for the next phase.
- Identified and redesigned problem screens by **auditing 20+ screens** across products, documenting findings in **6 audit documents** drawn from competitive research, user stories and stakeholder feedback.
- Cut **frontend delivery per feature from almost a week to 2 days** and post-handoff fixes **from full-page rework to minor tweaks** by handing off working code, shipping 5 Agent Builder screens and the full Enterprise Platform redesign with AI coding tools (Claude Code, Codex).

Freelance | *UI/UX Designer* **Aug 2024 – Nov 2024**

- Designed a professional-services website and **co-led mobile app and brand design** for Rocket Growth Technologies.

CORE SKILLS

Product Design: Product discovery, information architecture, interaction design, UI design, visual design, conversational UI, agentic workflows, user flows, wireframing, prototyping, user research, competitive analysis, UX audits, PRDs, Design thinking, User personsas, journey mapping, jobs-to-be-done,

Design Systems: Figma, Auto Layout, variables, design tokens, component libraries, variants and states, color contrast, responsive UI, documentation, design-to-code handoff

Design Engineering: React, Next.js, TypeScript, JavaScript, HTML, CSS, Tailwind CSS, Vite, shadcn/ui, npm, Git, Design QA, Cross functional collaboration

AI Tools: Claude Code, Codex, Vercel v0, Figma Make, Lovable, Figma MCP, Cursor, Image generation (ChatGPT, Gemini, Midjourney)

Additional Tools: Framer, Adobe Photoshop, Adobe Illustrator, Notion, Canva

EDUCATION

BMS College of Engineering, Bengaluru **Sep 2020 – Jun 2024**
B.E. in Computer Science and Engineering

DESIGN & COMMUNITY

UI/UX Workshop Facilitator **2024, 2025**
Taught two Figma and UX workshops to **about 200 computer science students**.

Lollypop Designathon **2025**
Designed a mobile AI music experience; **Honorable Mention among 13 teams**.

Graphic and Editorial Design **BMSCE**
Collateral for **5+ college fests** and **3+ student clubs**; contributed to the BMSCE student magazine.