## Setu Kathawate

# User Experience & Product Designer

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#### **Tools & Languages**

Sketch, Axure RP Pro, Adobe Photoshop, Adobe Illustrator, Invision, FramerJS, Morae, HTML/CSS, Arduino Programing.

#### Methods

Design Strategy, Agile Methodologies, Cross Functional Collaboration, Interaction Design, Rapid Prototyping, Storyboarding, Wireframes, Contextual Inquiry, User Interviews, Usability Study, Personas.

# Experience

### (2 years)

### **UX** Designer

05.2017 - Present

#### Premera Blue Cross

Research | Design Strategy | Interaction Design | UI Design

Leading the UX efforts to re-design Premera's healthcare search experience so that customers confidently find the healthcare they're looking for.

#### Co-founder

03.2015 - 01.2017

#### Eventosaur Technologies Pvt Ltd

Ideation | Research | Sketching | Usability Study | Interaction & Visual Design

Helped users plan their traditional Indian events easily by designing a web platform that connects hosts with service vendors.

# Interaction Design Intern

06.2016 - 09.2016

#### Expedia, Inc.

Research | Ideation | Interaction design.

Improved Expedia's hotel shopping experience on mobile website by simplifying the checkout process & providing customers better control over their beds & occupancy preferences.

#### **Usability Researcher**

02.2016 - 06.2016

+ 2 other jobs

#### **University of Washington Libraries**

Interviews | Usability Studies | Analysis

Conducted usability study on the UW Library search website with 12 participants. Identified usability concerns & opportunities for improvement through study data analysis.

Pump It Up 10.2016 - 03.2017

+ 8 other UX projects

#### Design For Social Impact, HCDE Capstone Project

User Research | Storyboarding | Ideation | Prototyping | interaction & Visual Design

Proposed an efficient way to manage water in Indian homes by designing an Android app that provides users better control & information about their water use thereby reducing water waste.

#### **Education**

**Projects** 

#### Master's

03.2017

#### M.S in Human Centered Design & Engineering | CGPA 3.92

University of Washington, Seattle, USA.

**Relevant Courses**: User-Centered Design | Usability Studies | Visual Communication | Interaction Design | Physical Prototyping | User Centered Web Design

#### Bachelor's

06.2010

#### **B.S in Electronics & Communications Engineering**

Visvesvaraya Technological University, India.