

# Setumadhava Giridhar Kathawate

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## Resume Version 2

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### At A Glance

- 2.5 years of experience designing and building user-centered products.
- Self-initiated two design projects at Ericsson and created automation tools that saved as much as 90% of database management time. Adjudged the 'Best Innovation of the year' by Ericsson Bangalore.
- Co-Founded Eventosaur technologies Pvt Ltd. and designed an event planning platform from ground up leading the research & design roles.
- Interned at Expedia Inc as an Interaction Designer exploring ways to improve customers' hotel shopping experience.
- Experienced in designing for web, mobile, mobile web and physical prototypes (using Arduino).

### Education

M.S in Human Centered Design and Engineering September 2015 - Present  
University of Washington | GPA 3.91

B.E in Electronics and Communications Engineering August 2006 - June 2010  
Visvesvaraya Technological University, Belgaum

### Skills

**Primary Skills:** Interaction Design, Information Architecture, iOS & Material Interface Design, Wireframes, Mobile User Experience, Sketch, HTML5, CSS3, FramerJS, Axure RP Pro, Invision, Adobe Photoshop, Adobe Illustrator, Morae.

**Secondary Skills:** User Research, Usability Testing, A/B Testing, Personas, Ethnographic Studies, User Stories, Data collection and Analysis, Heuristic Evaluation, Arduino, Javascript, Python.

### Employment History

University of Washington Libraries September 2016 – Present  
Usability researcher

**Roles:** Usability studies | User research

Currently working with the UW Library's IT Services & Digital Strategies to test the website's search features. Leading a team of capstone students and helping them learn the process of conducting usability studies.

**Expedia Inc | Summer Internship**

June 2016 – September 2016

Interaction design intern

**Roles:** Research | Wireframes | Interaction Design | Prototyping | Usability studies

Worked on Expedia's hotel shopping (mobile) website to explore new ways of customizing hotel rooms and beds for an enhanced hotel shopping experience.

**Patient Provider Experience Lab | UW**

January 2016 – June 2016

Research Assistant

**Roles:** Prototyping & Wireframes | User Research | Usability Studies | Participant Recruiting | Data Analysis

Conducting user research, usability studies and qualitative data analysis of the Microsoft Band at the Patient Provider Experience lab at the University of Washington.

**Eventosaur Technologies Pvt Ltd**

March 2015 - January 2017

Co-Founder | Design Head

**Roles:** Branding | Marketing | Business strategy | Customer and Vendor Correspondence | User research | Usability Studies | Wireframes | Information Architecture | User Experience Design.

Co-founded an online marketplace that helps Indian people plan and host their traditional events. Led the design & research teams and designed an online platform for planning traditional events. The new platform is currently being built.

## UX Projects

**Pump It Up (HCDE Capstone Project)**

September 2016 - Present

**Roles:** Research | Storyboarding | Interaction Design | Visual Design

Exploring design solutions to improve water management systems in stand-alone homes in India.

**Actilist IxD**

December 2016

**Roles:** Research | Interaction Design | Visual Design | Prototyping

Designed an app that helps people find better recommendations to the movies they're interested in.

**Expedia's hotel shopping IxD**

June 2016 - September 2016

**Roles:** Research | Wireframes | Interaction Design | Prototyping | Usability studies

Designed an improved hotel shopping experience for Expedia's mobile website.

**Smart Home Concept**

November 2016 - December 2016

**Roles:** Physical Prototyping | Interaction Design

Conceptualized and prototyped a smart home system with smart security & lighting systems

## Other Interests

Student of Hindustani Classical Music (Flute) & part of various Indian classical music groups in Seattle. Reading books & novels | Swimming | Hiking | Photography