

# Setu Kathawate

Product Design | Research | Strategy

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206.739.4983

Full-stack designer with a passion for problem solving and setting people, teams, and organizations up for success through Leadership and Design Thinking.

## Education

### University Of Washington

M.S in Human Centered Design & Engineering | CGPA 3.92 / 4.00

Seattle, WA | SEP 2015 - MAR 2017

## Skills

Product Strategy • Interaction Design

• Problem Discovery • Visual Design

• Facilitation • Problem & Feature

Prioritization • Empathy • Cross-functional Collaboration • Curiosity

• Self-development

## Tools

User Research Methods • Usability

Studies • Adobe XD • Illustrator •

Photoshop • Sketch • Zeplin • HTML/

CSS • Pen, Paper & Whiteboard

## Experience

### The Home Depot

Sr. UX Designer | Enterprise UX | APR 2018 - PRESENT

Evangelized and introduced user-centered practices within the product team and improved UX-Dev-Business collaboration through education, inclusivity and empathy.

Designed 7 applications for THD's fulfillment centers that have greatly increased the speed and accuracy of online customer deliveries.

### UW Medicine

UX Designer [Contract] | DEC 2017 - MAR 2018

Owned the responsibility and delivered 14 high-fidelity, production-ready web and mobile screen mockups in 2 days, after the contracted design agency was unable to deliver the designs on-time. As a result, there was no delay in the project timelines and the new website was launched as scheduled.

### Premera Blue Cross

UX Designer [Contract] | MAY 2017 - DEC 2017

Led the UX efforts to help Premera's customers confidently find the providers or facilities covered by their insurance plan by designing an efficient Provider Search tool.

### Eventosaur

Co-Founder / Product Designer | MAR 2015 - JAN 2019

Designed and shipped an online platform in India that connected event hosts with event vendors thereby reducing the friction in vendor discovery. The startup made >\$5M INR in profits and served 500+ customers.