



# Setumadhava Kathawate / Product Designer

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 www.setumadhava.com

Passionate designer having 2.8 years of experience seeking opportunities to solve complex user & business problems through elegant, research informed interface & experience designs.

## SKILLS

Design Skills & Tools	<b>Interaction Design &amp; Prototyping</b> [Paper, Axure, Framer, Invision]   <b>Interface &amp; Visual design</b> [Wireframes, Sketch app, Adobe Suite]   <b>Solid understanding of Research methodologies to analyze &amp; measure user behavior</b> [Contextual Inquiry, User Interviews, Personas]   <b>Designing usable patterns &amp; products</b>   <b>Programming Skills</b> [HTML/CSS/SASS, Python, Arduino]
Other Relevant Skills	Disciplined & productivity focused approach   Proactive & quick learner   Passion for reading   Cross Functional Collaboration skills   Design strategy   Agile methodologies   Experienced in Andorid (Material) & iOS design languages.
Relevant Courses	<b>M.S in Human Centered Design &amp; Engineering, University of Washington, Seattle (2017 )</b> User-Centered Design   Usability Studies   Data Science for UX Researchers   Visual Communication   Interaction Design & Prototyping   Theoretical Foundation of HCDE

## EXPERIENCE 2.8 Years Design Experience | 6 Years Total Industry Experience

May 2017 / Present	<b>Premera Blue Cross / UX Designer</b> <b>Tools &amp; Processes:</b> Design Strategy, Sketch, Axure, User Research, Wireframes & Visual Design, Usability Studies, Prototyping  Leading the UX efforts to design Premera's healthcare search experience to help customers confidently find the right healthcare they're looking for. After shipping the search tool, customer satisfaction score went up from the low 2s to mid 4s (on a scale of 1-5).
Mar 2015 / Jan 2017	<b>Eventosaur Technologies Pvt Ltd / Co-founder, Product Designer</b> <b>Tools &amp; Processes:</b> Sketch, Axure, Contextual Inquiry, Interviews, Competitive Analysis, Design Strategy, Wireframes & Visual Design, Usability Studies.  Designed an e-commerce platform to help people plan their traditional Indian events easily by connecting hosts with event service vendors. Led the design & research teams and handled end-to-end product design process to design the web app.

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Sep 2016 / Mar 2017

## **University of Washington Libraries / Usability Researcher**

**Tools & Processes:** Morae, Usability Studies, User interviews, Data Coding, Heuristic Analysis.

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

Jun 2016 / Sep 2016

## **Expedia Inc / Interaction Design Intern**

**Tools & Processes:** Sketch, Invision, Interviews, Literature Review, Wireframes & Visual Design, Prototyping.

Designed a concept mobile web interface to improve Expedia's hotel shopping experience by simplifying the room browsing and checkout process and also by providing customers more control over their beds & occupancy preferences.

## **EDUCATION**

Sep 2015 / Mar 2017

## **Human Centered Design & Engineering / Master's Degree**

University of Washington, Seattle | CGPA 3.92

### **Capstone Project: Pump It Up**

Proposed an efficient way to manage water in Indian homes by designing an Android app and a concept IOT system that provides residents better control & information about their water use thereby reducing water waste.

Aug 2006 / Jun 2010

## **Electronics & Communications Engineering / Bachelor's Degree**

Visvesvaraya Technological University, India | GPA 6.9/10

## **AWARDS**

Jun 2017

## **Best Graduate Capstone Project / Pump It Up**

Human Centered Design & Engineering Capstone Showcase