

Setumadhava Giridhar Kathawate

Portfolio: www.setumadhava.com

Address: 4240, 8th Ave NE, Apt 302, Seattle, WA-98105 | 206-739-4983 | email: setugk@uw.edu

Medium: <https://medium.com/@setumad> | LinkedIn: <https://www.linkedin.com/in/setumadhavagk>

At A Glance

- Product Designer with a **Master's degree in Human Centered Design & Engineering** having **3 years of experience** designing user-centered products & services.
 - Experienced in carrying out end-to-end product design process including **User Research, Ideation, Functional Prototyping, Wireframes, Interaction Design, High-fidelity User Interface designs** for web, tablet, mobile & other devices.
 - Able to code websites using **HTML/CSS/SASS**.
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Education

Master's in Human Centered Design and Engineering

September 2015 - March 2017

University of Washington | CGPA 3.92

Bachelor's in Electronics and Communications Engineering

August 2006 - June 2010

Visvesvaraya Technological University, Belgaum

Technical Skills

Interaction Design, Information Architecture, iOS & Material Interface Design, Wireframes, Mobile User Experience, UI/UX Design, Sketch, HTML5, CSS3, FramerJS, Axure RP Pro, Invision, Adobe Photoshop, Illustrator, SASS, Morae, User Research, Usability Testing, A/B Testing, Personas, Ethnographic Studies, User Stories, Data collection and Analysis, Heuristic Evaluation, Arduino, Javascript, Python.

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

Work Experience

Eventosaur Technologies Pvt Ltd

March 2015 - January 2017

Job Title: **Co-Founder, Chief Designer**

Co-founded an online marketplace and designed a first of its kind online platform for planning traditional events in India. Handled the Branding, Product Strategy, User Research, Usability Studies, User Interviews, Prototyping, Wireframes & High-fidelity User Interface design of Eventosaur's event planning platform. Led the design & research teams. A redesigned platform is currently being built.

University of Washington Libraries

September 2016 – March 2017

Job Title: Usability researcher

Conducted usability study on the UW Library search website with 12 participants. Carried out data analysis to identify issues & provide design recommendations. Lead a team of capstone students and helped them learn the process of conducting usability studies.

Expedia Inc

June 2016 – September 2016

Job Title: Interaction design intern

Worked with Expedia's Research & Design teams to explore new ways of customizing hotel rooms and beds for an enhanced hotel shopping experience on Expedia's mobile website.

University of Washington, Patient Provider Experience Lab

January 2016 – June 2016

Job Title: Research Assistant

Recruited participants & conducted user research, usability studies and qualitative data analysis to study the effects of stress using the Microsoft Band.

Other UX Projects

Pump It Up (HCDE Capstone Project)

September 2016 - March 2017

Roles: Research | Storyboarding | Interaction Design | Visual Design

Explored 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.

Smart Home Concept

November 2016 - December 2016

Roles: Physical Prototyping | Interaction Design

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

Interests

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