

# Setu Kathawate

Product Design | Research | Strategy

[www.setumadhava.com](http://www.setumadhava.com)

setugk8@gmail.com

206.739.4983

Full-stack product designer with a proven track record for solving complex business problems and setting people, teams, and organizations up for success through Design Thinking Product Strategy and Empathy.

## Skills

Product Strategy

Interaction Design

Visual Design

Problem Discovery and Prioritization

Cross-Functional Collaboration

Facilitation

Empathy and Curiosity

Self-Development

## Tools

User Research Methods

Usability Studies

Adobe XD / Sketch

Photoshop / Illustrator

Zeplin

HTML / CSS

## Education

### University Of Washington

Seattle, WA | SEP 2015 - MAR 2017

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

## Experience

### The Home Depot

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

Designed & shipped software tools and applications for The Home Depot's Fulfillment Centers that have increased the Outbound efficiency by >25% and Inbound efficiency by >100% resulting in cost savings and better online customer shopping and delivery experience.

Helped grow the UX practices and awareness within the product and UX teams through education, inclusivity and empathy resulting in better collaboration and stronger relationships with product and UX partners.

### 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.