Setumadhava Giridhar Kathawate

Product Design Generalist With A Passion For Solving People Problems Through Human Centered Design.

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About

Product designer having 3 years of experience in designing products, seeking opportunities to solve complex user & business problems through elegant, research-informed product & experience designs. Other interests include Machine Learning, Behavioral Psychology & Cooking.

Skills

Primary UX Skills: Interaction Design, Prototyping, Visual design, Framer, Invision, Sketch, Product Strategy, Project Scoping, Cross-functional Collaboration, Agile Development Process, Remote & In-person User Research Methods, Usable Product Design, HTML/CSS.

Meta Skills: Awareness, Responsibility & Ownership, Integrity, Decision making, Resourceful, Critical thinking, Problem solving, Constant learning, Passion for reading books.

Experience

UX DESIGNER, UW MEDICINE   **DEC 2017 - PRESENT**

- Designed web & mobile experiences as a part of UW Medicine's website redesign efforts.

- **Key Accomplishment**: Owned the responsibility & delivered 14 high-fidelity, production-ready mockups of web & mobile screens in 2 days, after the contracted design agency failed to deliver the screen designs on-time, ensuring there was no delay in the project timelines.

CO-FOUNDER & PRODUCT DESIGNER, EVENTOSAUR   **MAR 2015 - PRESENT**

- Leading a distributed team of designers & non-designers to build a SaaS product to solve the problem of order, inventory & team management for event vendors in India.

- **Key Accomplishment**: Co-founded a profitable event-planning start-up & worked remotely while in grad school to design a web-app that solved the problem of vendor discovery & reduced the complexity in traditional event planning for millennials in India.

UX DESIGNER, PREMERA BLUE CROSS   MAY 2017 - DEC 2017

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

- **Key Accomplishment**: Average customer satisfaction score went up from 2.8 to 4.1 (on a scale of 1-5) after shipping the new search experience.

INTERACTION DESIGN INTERN, EXPEDIA INC   JUN 2016 - SEP 2016

- Conceptualized & designed a mobile web interface to explore alternative hotel shopping experience for Expedia's customers by simplifying the beds & occupancy preferences, room browsing & checkout process.

- **Key Learnings**: Collaboration in a large UX Organization, designing for accessibility, cross-functional collaboration, project & time management.

Education

MASTER'S IN HUMAN CENTERED DESIGN & ENGINEERING   SEP 2015 - MAR 2017

The University of Washington, Seattle ; GPA 3.92/4.0

Relevant Courses: User-Centered Design, Usability Studies, Data Science for UX Researchers, Visual Communication, Interaction Design & Prototyping, Machine Learning (Coursera).

BACHELOR'S IN ELECTRONICS & COMMUNICATIONS ENGINEERING   AUG 2006 - JUN 2010

Visvesvaraya Technological University, Bangalore, India ; GPA 6.9/10.0

Awards

BEST GRADUATE CAPSTONE PROJECT - PUMP IT UP ↗   JUN 2017

University of Washington, Seattle

Explored solutions to reduce water waste in Indian homes by designing an Android app + IOT system that provides contextual information & better control over existing water systems to the residents.