Setu Kathawate

User Experience & Product Designer

www.setumadhava.com | setugk@uw.edu | 206.739.4983

Experience
(3 years)

Co-founder
03.2015 - 01.2017

Eventosaur Technologies Pvt Ltd
Ideation | Research | Sketching | Usability Study | Interaction & Visual Design

Helped people plan their traditional Indian events easily by designing a web platform that connects hosts with service vendors.

Interaction Design Intern
06.2016 - 09.2016

Expedia, Inc.
Research | Ideation | Interaction design.

Improved Expedia's hotel shopping experience on mobile website by simplifying the checkout process & providing customers better control over their beds & occupancy preferences.

Usability Researcher
02.2016 - 06.2016

+ 2 other jobs

University of Washington Libraries
Interviews | Usability Studies | Analysis

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

Projects

Pump It Up
10.2016 - 03.2017

Design For Social Impact, HCDE Capstone Project
User Research | Storyboarding | Ideation | Prototyping | interaction & Visual Design

Proposed an efficient way to manage water in Indian homes by designing an Android app that provides users better control & information about their water use thereby reducing water waste.

ActiList
12.2016

+ 7 other UX projects

Interaction Design, Personal Project
Ideation | Research | Interaction & Visual Design | Design sprint

Designed an iOS app that connects people with similar taste & helps them get recommendations on various topics from people they trust.

Education

Master's
03.2017

Human Centered Design & Engineering | CGPA 3.92
University of Washington, Seattle, USA.

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

Bachelor's
06.2010

Electronics & Communications Engineering
Visvesvaraya Technological University, India.

Skills

Tools & Languages

Sketch, Axure RP Pro, Adobe Photoshop, Adobe Illustrator, Invision, FramerJS, Morae, HTML/CSS, Arduino Programing.

Methods

Agile Methodologies, Cross Functional Collaboration, Interaction Design, Rapid Prototyping, Storyboarding, Wireframes, Interface Design, Contextual Inquiry, User Interviews, Usability Study, Personas.