

Setumadhava Giridhar Kathawate

Portfolio: www.setumadhava.com

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Resume Version 2

At A Glance

- 3 years of experience designing user-centered products for e-commerce, social & enterprise.
 - Experienced in carrying out end-to-end product design process including User Research, Ideation, Prototyping, High-fidelity designs for web, tablet, mobile & other interfaces.
 - Able to code websites using HTML/CSS/SASS.
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Education

Master's in Human Centered Design and Engineering
University of Washington | GPA 3.92

September 2015 - March 2017

Bachelor's in Electronics and Communications Engineering
Visvesvaraya Technological University, Belgaum

August 2006 - June 2010

Skills

Primary Skills: Interaction Design, Information Architecture, iOS & Material Interface Design, Wireframes, Mobile User Experience, Sketch, HTML5, CSS3, FramerJS, Axure RP Pro, Invision, Adobe Photoshop, Illustrator, SASS, Morae.

Secondary Skills: User Research, Usability Testing, A/B Testing, Personas, Ethnographic Studies, User Stories, Data collection and Analysis, Heuristic Evaluation, Arduino, Javascript, Python.

Employment History

University of Washington Libraries
Usability researcher

September 2016 – March 2017

Roles: Usability studies | User research

Conducted usability study and analysis on the UW Library search website. Lead a team of capstone students and helped them learn the process of conducting usability study.

Expedia Inc | Summer Internship

June 2016 – September 2016

Interaction design intern

Roles: Research | Wireframes | Interaction Design | Prototyping | Usability studies

Worked on Expedia's hotel shopping (mobile) website to explore new ways of customizing hotel rooms and beds for an enhanced hotel shopping experience.

Patient Provider Experience Lab | University of Washington

January 2016 – June 2016

Research Assistant

Roles: Prototyping & Wireframes | User Research | Usability Studies | Participant Recruiting | Data Analysis

Conducted user research, usability studies and qualitative data analysis to study the effects of stress using the Microsoft Band.

Eventosaur Technologies Pvt Ltd

March 2015 - January 2017

Co-Founder | Design Head

Roles: Branding | Marketing | Business strategy | Customer and Vendor Correspondence | User research | Usability Studies | Wireframes | Information Architecture | User Experience Design.

Co-founded an online marketplace that helps Indian people plan and host their traditional events. Led the design & research teams and designed an online platform for planning traditional events. The new platform is currently being built.

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

Other Interests

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