Setu Kathawate

User Experience & Product Designer

www.setumadhava.com setugk@uw.edu 206.739.4983

Experience

Co-founder

Eventosaur Technologies Pvt Ltd

(3 years) 03.2015 - 01.2017

 ${\sf Ideation} \mid {\sf Research} \mid {\sf Sketching} \mid {\sf Usability} \; {\sf Study} \mid {\sf Interaction} \; \& \; {\sf Visual} \; {\sf Design}$

Helped people plan their traditional Indian events easily by

designing a web platform that connects hosts with service vendors.

Interaction Design Intern

Expedia, Inc.

06.2016 - 09.2016

 ${\it Research \mid Ideation \mid Interaction \ design.}$

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

University of Washington Libraries

02.2016 - 06.2016

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.

+ 2 other jobs

Projects

Design For Social Impact, HCDE Capstone Project

Pump It Up 10.2016 - 03.2017

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 & help reduce water waste.

ActiList

Interaction Design, Personal Project

12.2016

Ideation | Research | Interaction & Visual Design | Design sprint

+ 7 other UX projects

Designed an iOS app to connect people with similar taste & get better personal recommendations on topics of interest.

Education

Master's

Human Centered Design & Engineering | CGPA 3.92

03.2017

University of Washington, Seattle, USA.

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

Bachelor's

Electronics & Communications Engineering

06.2010

Visvesvaraya Technological University, India.

Skills

Tools & Languages

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

Methods

Agile Methedologies, Interaction Design, Rapid Prototyping, Storyboarding, Wireframes, Interface Design, Service Design. Contextual Inquiry, User Interviews, Usability Study, Personas