

Setu Kathawate

Product Design | Research | Strategy

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206.739.4983

Full-stack designer with a passion for problem solving and setting people, teams, and organizations up for success through Leadership and Design Thinking.

Education

University Of Washington

Seattle, WA | SEP 2015 - MAR 2017

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

Skills

Product Strategy • Interaction Design

• User Research • Visual Design •

Facilitation • Problem & Feature

Prioritization • Empathy • Cross-

functional Collaboration • Curiosity

• Self-development

Tools

User Research Methods • Usability

Studies • Adobe XD • Illustrator •

Photoshop • Sketch • Zeplin • HTML/

CSS • Pen, Paper & Whiteboard

Experience

The Home Depot

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

Designed & shipped 7 internal tools for THD's fulfillment centers that have improved the operational efficiency and increased ensuring accurate and speedy customer deliveries.

Evangelized and introduced user-centered practices within the product team and improved UX-Dev-Business collaboration through education, inclusivity and empathy.

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 homepage was launched on-time.

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.