

# Setumadhava Kathawate / Product Designer

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Location: Seattle, WA

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Portfolio: [www.setumadhava.com](http://www.setumadhava.com)

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## SKILLS

### Design Skills & Tools

**Interaction Design & Prototyping** [Paper, Axure, Framer, Invision] | **Interface & Visual design** [Wireframes, Sketch app, Adobe Suite] | **Solid understanding of Research methodologies to analyze & measure user behavior** [Contextual Inquiry, User Interviews, Personas] | **Designing usable patterns & products** | **Programming Skills** [HTML/CSS/SASS, Python, Arduino].

### Other Relevant Skills

Disciplined & productivity focused approach | Proactive & quick learner | Passion for reading | Cross Functional Collaboration skills | Design strategy | Agile methodologies | Designing for a global audience | Strong focus on user needs while designing | Experienced in Material & iOS design languages.

## EXPERIENCE

2.5 Years Design Experience | 6 Years Total Industry Experience

May 2017 / Present

### Premera Blue Cross / UX Designer

**Tools & Processes:** Design Strategy, Sketch, Axure, User Research, Wireframes & Visual Design, Usability Studies, Prototyping

Leading the UX efforts to design Premera's healthcare search experience to help customers confidently find the right healthcare they're looking for. Responsibilities include collaborating with design strategists, product managers, researchers & developers to create an experience that addresses users' core needs and usability concerns.

Sep 2016 / Mar 2017

### University of Washington Libraries / Usability Researcher

**Tools & Processes:** Morae, Usability Studies, User interviews, Data Coding, Heuristic Analysis.

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

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Mar 2015 / Jan 2017

## **Eventosaur Technologies Pvt Ltd** / Co-founder, Product Designer

**Tools & Processes:** Sketch, Axure, Contextual Inquiry, Interviews, Competitive Analysis, Design Strategy, Wireframes & Visual Design, Usability Studies.

Designed an e-commerce platform to help people plan their traditional Indian events easily by connecting hosts with event service vendors. Led the design & research teams and handled end-to-end product design process to design the web app.

Jun 2016 / Sep 2016

## **Expedia Inc** / Interaction Design Intern

**Tools & Processes:** Sketch, Invision, Interviews, Literature Review, Wireframes & Visual Design, Prototyping.

Designed a concept mobile web interface to improve Expedia's hotel shopping experience by simplifying the room browsing and checkout process and also by providing customers more control over their beds & occupancy preferences.

## **EDUCATION**

Sep 2015 / Mar 2017

## **Human Centered Design & Engineering** / Master's Degree

University of Washington, Seattle | CGPA 3.92

### **Capstone Project: Pump It Up**

Proposed an efficient way to manage water in Indian homes by designing an Android app and a concept IOT system that provides residents better control & information about their water use thereby reducing water waste. The project won the **Best Capstone Project** award.

Aug 2006 / Jun 2010

## **Electronics & Communications Engineering** / Bachelor's Degree

Visvesvaraya Technological University, India