



# Setumadhava Kathawate / Product Designer

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 www.setumadhava.com

Seeking opportunities to solve complex user & business problems through elegant, research informed interface & experience designs.

## SKILLS

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|-----------------------|--|
| Design Skills & Tools | <b>Interaction Design &amp; Prototyping</b> [Paper, Axure, Framer, Invision]   <b>Interface &amp; Visual design</b> [Wireframes, Sketch app, Adobe Suite]   <b>Solid understanding of Research methodologies to analyze &amp; measure user behavior</b> [Contextual Inquiry, User Interviews, Personas]   <b>Designing usable patterns &amp; products</b>   <b>Programming Skills</b> [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   Experienced in Material & iOS design languages.  |
| Relevant Courses      | <b>M.S in Human Centered Design &amp; Engineering, Univeristy of Washington, Seattle (2017 )</b><br>User-Centered Design   Usability Studies   Data Science for UX Researchers   Visual Communication   Interaction Design & Prototyping   Theoretical Foundation of HCDE  |

## EXPERIENCE *2.5 Years Design Experience | 6 Years Total Industry Experience*

|                     |  |
|---------------------|--|
| May 2017 / Present  | <b>Premera Blue Cross / UX Designer</b><br><b>Tools &amp; Processes:</b> Design Strategy, Sketch, Axure, User Research, Wireframes & Visual Design, Usability Studies, Prototyping<br><br>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. |
| Mar 2015 / Jan 2017 | <b>Eventosaur Technologies Pvt Ltd / Co-founder, Product Designer</b><br><b>Tools &amp; Processes:</b> Sketch, Axure, Contextual Inquiry, Interviews, Competitive Analysis, Design Strategy, Wireframes & Visual Design, Usability Studies.<br><br>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.   |

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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.

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.

Aug 2006 / Jun 2010

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

Visvesvaraya Technological University, India | GPA 6.9/10

## **AWARDS**

Jun 2017

### **Best Graduate Capstone Project / Pump It Up**

Human Centered Design & Engineering Capstone Showcase