



Setumadhava Kathawate / Product Designer

 (206) 739-4983

 setugk@uw.edu

 www.setumadhava.com

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

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 Experienced in Android (Material) & iOS design languages.
Relevant Courses	M.S in Human Centered Design & Engineering, University of Washington, Seattle (2017) 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	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.
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.

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