Setu Kathawate
Product Design | Research | Strategy

www.setumadhava.com
setugk8@gmail.com
206.739.4983

Full-stack product designer with a proven track record for solving complex business problems and setting people, teams, and organizations up for success through Design Thinking Product Strategy and Empathy.

Skills

Product Strategy

Interaction Design

Visual Design

Problem Discovery and Prioritization

Cross-Functional Collaboration

Facilitation

Empathy and Curiosity

Self-Development

Tools

User Research Methods

Usability Studies

Adobe XD / Sketch

Photoshop / Illustrator

Zeplin

HTML / CSS / Javascript

Education

University Of Washington

Seattle, WA | SEP 2015 - MAR 2017

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

Experience

The Home Depot

Sr. UX Designer | Enterprise UX   APR 2018 - PRESENT

Designed & shipped internal software tools and applications for The Home Depot's Fulfillment Centers that have increased the Outbound efficiency by >25% and Inbound efficiency by >100% resulting in cost savings and better online customer shopping and delivery experience.

Influenced the culture of the product and UX teams through education, empathy and strategic thinking resulting in increased User-Centered thinking within the product team and better collaboration with Designers in the larger UX team.

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 website was launched as scheduled.

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.