

# Setumadhava Giridhar Kathawate

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

Address: 4240, 8th Ave NE, Apt 302, Seattle, WA-98105 | 206-739-4983 | email: [setugk@uw.edu](mailto:setugk@uw.edu)

Medium: <https://medium.com/@setumad> | LinkedIn: <https://www.linkedin.com/in/setumadhavagk>

---

## At A Glance

- Product Designer with a **Master's degree in Human Centered Design & Engineering** having **2 years of experience** designing user-centered products & services.
  - Experienced in carrying out end-to-end product design process including **User Research & Usability Studies, Ideation, Functional Prototyping, Wireframes, Interaction Design, High-fidelity User Interface designs** for web, tablet, mobile & other devices.
  - Able to code websites using **HTML/CSS/SASS**.
- 

## Education

### Master's in Human Centered Design and Engineering

September 2015 - March 2017

University of Washington | CGPA 3.92

### Bachelor's in Electronics and Communications Engineering

August 2006 - June 2010

Visvesvaraya Technological University, Belgaum

---

## Technical Skills

Interaction Design, Information Architecture, iOS & Material Interface Design, Wireframes, Mobile User Experience, UI/UX Design, Sketch, FramerJS, Axure RP Pro, Invision, Adobe Photoshop, Illustrator, SASS, Morae, User Research, Usability Testing, A/B Testing, Personas, User Journey Maps, Longitudinal Study, Data collection and Analysis, Heuristic Evaluation, Arduino Programming, HTML/CSS/SASS, Python.

**Relevant Courses:** User-Centered Design | Usability Studies | Data Science for UX Researchers | Visual Communication | Interaction Design | Physical Prototyping | User Centered Web Design | Theoretical Foundation of Human Centered Design

---

## Work Experience [2 years overall]

### Premera Blue Cross

May 2017 – Present

**Job Title:** UX Designer [Contract]

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

Leading the UX efforts to re-design Premera's healthcare search experience so that customers confidently find the 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.

### **University of Washington Libraries**

September 2016 – March 2017

**Job Title:** Usability researcher

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

Conducted usability study on the UW Library search website with 12 participants. Identified usability concerns & opportunities for improvement through study data analysis. Lead a team of capstone students and helped with the process of conducting usability studies.

### **Eventosaur Technologies Pvt Ltd**

March 2015 - January 2017

**Job Title:** Co-Founder, Chief Designer

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

Helped people plan their traditional Indian events easily by designing a web platform that connected hosts with event services. Led the design & research teams and handled end-to-end product design process to design a web app that helped our customers plan their events quickly and get the best services for their requirements.

### **Expedia Inc**

June 2016 – September 2016

**Job Title:** Interaction Design Intern

**Tools & Processes:** Sketch, Invision, User Research, Wireframes & Visual Design, Prototyping.

Improved Expedia's hotel shopping experience on mobile website by simplifying the checkout process & providing customers better control over their beds & occupancy preferences.

### **University of Washington, Patient Provider Experience Lab**

January 2016 – June 2016

**Job Title:** Research Assistant

**Tools & Processes:** User Research, User Interviews, Longitudinal Study, Data Analysis.

Analyzed stress levels in people using the Microsoft Band and identified interventions to help patients cope with stress by conducting interviews, longitudinal research, usability studies and qualitative data analysis.

---

## Other UX Projects

### **Pump It Up** (HCDE Capstone Project)

September 2016 - March 2017

**Roles:** Research | Storyboarding | Interaction Design | Visual Design

Proposed an efficient way to manage water in Indian homes by designing an Android app that provides users better control & information about their water use thereby reducing water waste.

---

## Interests

Student of Hindustani Classical Music (Flute) & part of various Indian classical music groups in Seattle. Reading books & novels, Swimming, Hiking, Photography