

# Setumadhava Giridhar Kathawate

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

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

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## At A Glance

- Product Designer with a **Master's degree in Human Centered Design & Engineering** having **3 years of experience** designing user-centered products & services.
  - Experienced in carrying out end-to-end product design process including **User Research, 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**.
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## 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

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## Technical Skills

Interaction Design, Information Architecture, iOS & Material Interface Design, Wireframes, Mobile User Experience, UI/UX Design, Sketch, HTML5, CSS3, FramerJS, Axure RP Pro, Invision, Adobe Photoshop, Illustrator, SASS, Morae, User Research, Usability Testing, A/B Testing, Personas, Ethnographic Studies, User Stories, Data collection and Analysis, Heuristic Evaluation, Arduino, Javascript, Python.

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

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## Work Experience

### Eventosaur Technologies Pvt Ltd

March 2015 - January 2017

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

Co-founded an online marketplace and designed a first of its kind online platform for planning traditional events in India. Handled the Branding, Product Strategy, User Research, Usability Studies, User Interviews, Prototyping, Wireframes & High-fidelity User Interface design of Eventosaur's event planning platform. Led the design & research teams. A redesigned platform is currently being built.

**University of Washington Libraries**

September 2016 – March 2017

Job Title: **Usability researcher**

Conducted usability study on the UW Library search website with 12 participants. Carried out data analysis to identify issues & provide design recommendations. Lead a team of capstone students and helped them learn the process of conducting usability studies.

**Expedia Inc**

June 2016 – September 2016

Job Title: **Interaction design intern**

Worked with Expedia's Research & Design teams to explore new ways of customizing hotel rooms and beds for an enhanced hotel shopping experience on Expedia's mobile website.

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

January 2016 – June 2016

Job Title: **Research Assistant**

Recruited participants & conducted user research, usability studies and qualitative data analysis to study the effects of stress using the Microsoft Band.

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**Other UX Projects****Pump It Up** (HCDE Capstone Project)

September 2016 - March 2017

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

Explored design solutions to improve water management systems in stand-alone homes in India.

**Actilist IxD**

December 2016

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

Designed an app that helps people find better recommendations to the movies they're interested in.

**Smart Home Concept**

November 2016 - December 2016

**Roles:** Physical Prototyping | Interaction Design

Conceptualized and prototyped a smart home system with smart security & lighting systems

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**Interests**

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