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](https://www.linkedin.com/in/setumadhavak)

[Resume Version 2](http://setumadhava.com/Setumadhava_G_Kathawate_Resume.pdf)

Summary

* Product Designer with a **Master’s degree** in Human Centered Design & Engineering with **3 years of experience** designing user-centered products & services.
* Experienced in carrying out end-to-end product design responsibilities including **User Research, Ideation, Interactive Prototyping, Wireframes, Low & High-fidelity User Interface designs.**
* Able to code websites using **HTML/CSS**.

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

Skills

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

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, Prototyping, Wireframes & High-fidelity Interface design of Eventosaur’s event planning platform. 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 & conducted interviews with 12 participants and carried out user research, usability studies and qualitative data analysis to study the effects of stress using the Microsoft Band.

Other UX Projects

[Pump It Up](http://setumadhava.com/pumpitup.html) (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](http://setumadhava.com/actilist.html) 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](http://setumadhava.com/smarthome.html) November 2016 - December 2016

Roles: Physical Prototyping | Interaction Design

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

Interests

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