

Setu Kathawate

Product Designer

CONNECT

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206.739.4983

Seattle, WA

SKILLS

Product strategy

Interaction design

Wireframing

User research

Usability testing

Cross-functional collaboration

Workshop facilitation

Rapid iterative design

TOOLS

Figma / Sketch / Adobe XD

Invision / Zeplin

Adobe Photoshop / Illustrator

HTML / CSS / Javascript

EDUCATION

09/2015 - 03/2017

University Of Washington, Seattle

M.S in Human Centered Design and
Engineering

RECENT EXPERIENCE

Amazon | Sr. UX Designer

03/2020 - Present | Seattle, WA

Leading the research and design efforts for Amazon's global package sortation operations to transform processes and product experiences through product strategy, deep collaboration, design thinking, and bar-raising user experience.

Led the product strategy, research and design for SCARTA, an operational visibility platform for Amazon's Operations Leaders designed to minimize the manual decision making, improve the speed and accuracy of operational decisions through proactive and timely insights.

Launched during peak season of 2022, this platform resulted in reducing missed containers by 5% and increased adoption by 18%. It also raised the experience bar for internal tools within the Sort Tech org and the design process followed set a new standard for how product, engineering and design teams collaborate to build products.

The Home Depot | Sr. UX Designer

04/2018 - 02/2020 | Atlanta, GA

Designed & shipped internal software tools and applications for The Home Depot's Fulfillment Centers that increased the warehouse 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 better collaboration with the product and engineering teams.