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Hi, I'm Setu.

I graduated with a bachelor's degree in Electronics and communications from Visveswaraya Technological University. Over the last few years I have worked as a telecom engineer, an entrepreneur and as a visual artist. This portfolio showcases some of my design and art work.

I am also a passionate photographer and you can see some of my pictures [here](#).

Download my CV [here](#).

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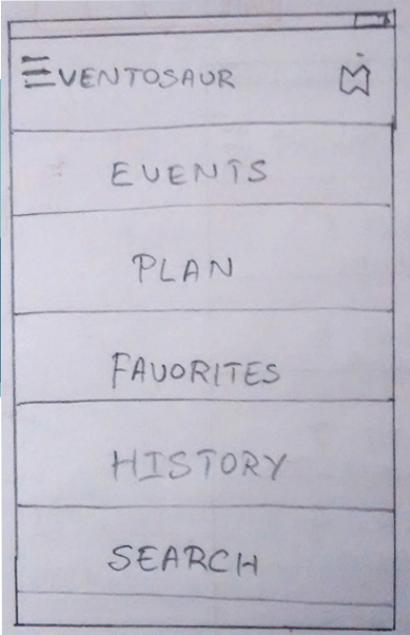
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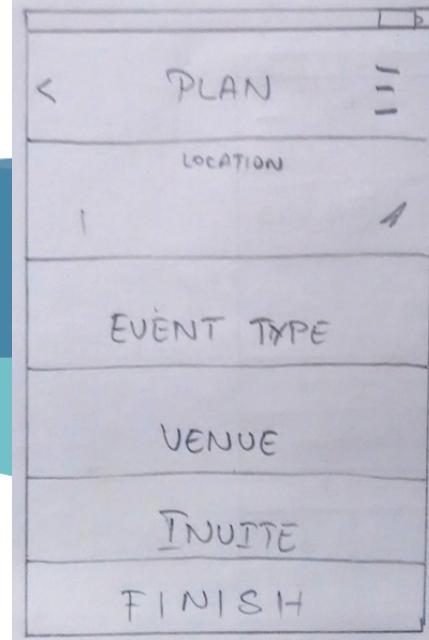
UI/UX Design

Eventosaur - Wireframe

Eventosaur is a local event discovery and event planning assistant which helps people plan and organize their personal events more efficiently and with much lesser worries.

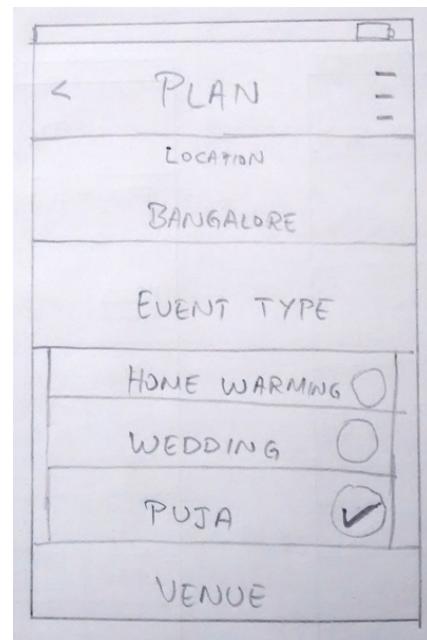


1. List of all the local and personal events.

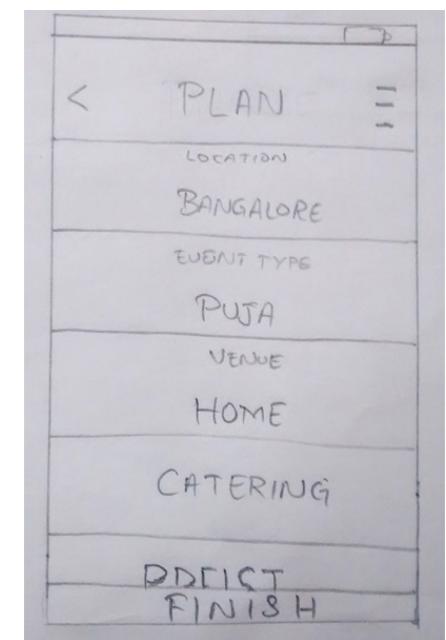


2. Plan personal events like religious ceremonies and private parties.

3. Select from a wide list of personal events.



4. Personalize the event as needed with an option to select caterers, venue etc.



< PLAN >

VENUE	HOME
CATERING	
SELF	<input type="radio"/>
CATERER1	<input type="radio"/>
CATERER2	<input type="radio"/>
CATERER3	<input type="radio"/>
FINISH	

5. Vendor information is available easily at the click of a button.

< FINISH >

VENUE	HOME, BANGALORE
EVENT	PUJA
CATERING	CATERER3
PREIST	GANESHA TEMPLE
TOTAL: ₹4,000	
NEXT	

6. Pay for all the event costs including catering, preists, party needs etc at once.

PAYMENT

FRIDAY, FEB 9	₹4,000	
CREDIT CARD		
MM YY	CVV	
PROMO CODE (OPTIONAL)		
1	2	3
4	5	6
7	8	9
0	0	0
COMPLETE BOOKING		

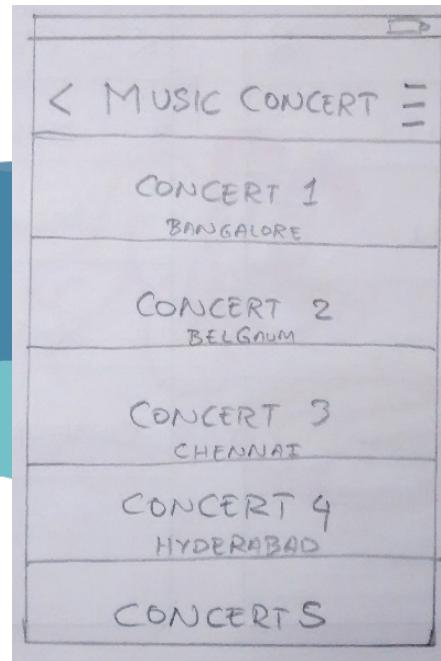
7. In app payment helps you make payments easily.

< FINISH >

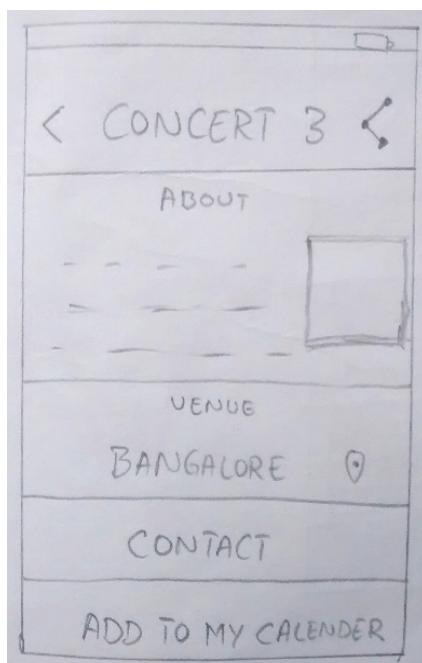
VENUE	HOME, BANGALORE
EVENT	PUJA
CATERING	CATERER3
PREIST	GANESHA TEMPLE
TOTAL: ₹4,000	
NEXT	



9. Other public events are also listed and updated.



10. Select the event category and you will get a list of all the events under that category.



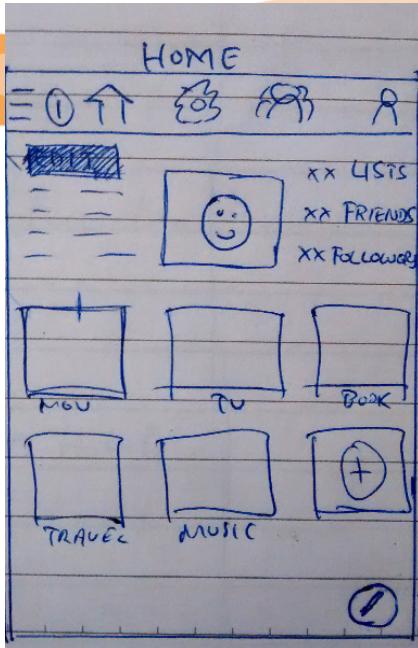
11. Get more details about the particular event including venue, contact details, and an option to favorite it.

12. Settings page lets you edit profile and view information about friends.



JournalList - Wireframe

JournalList is an app that connects people based on their common interests and passions. This helps users to get in touch with others sharing the same taste as they do and also get to learn new things by following other users.



1. The home page shows you the categories of the user's interests. You can add new interests from here.

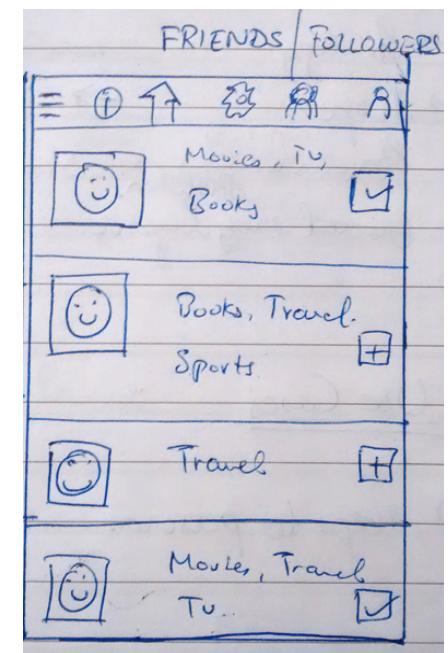


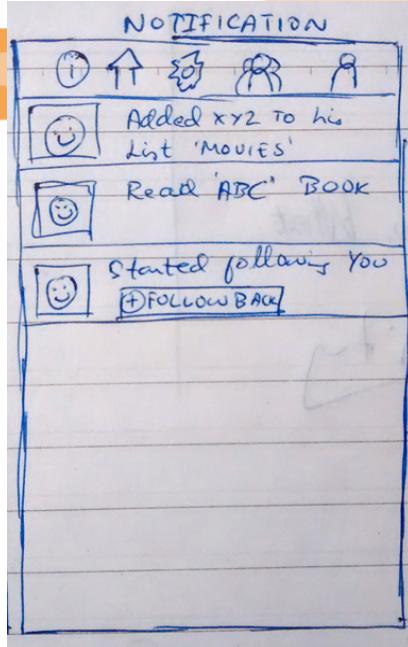
2. Within each category the user can add entries.

3. More information about the interest such as progress, rating and review can be added.

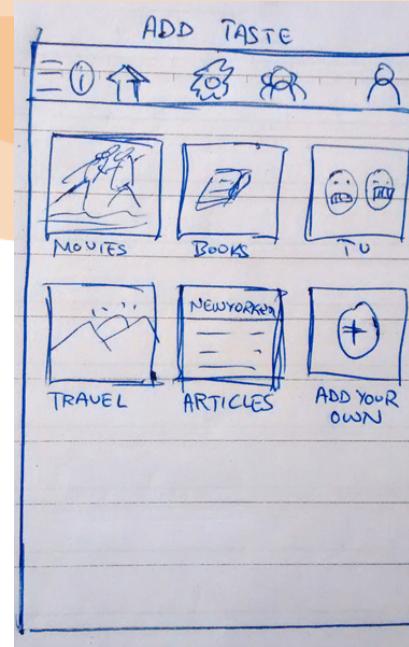


4. Users can see what others are interested in and follow them based on their interests.



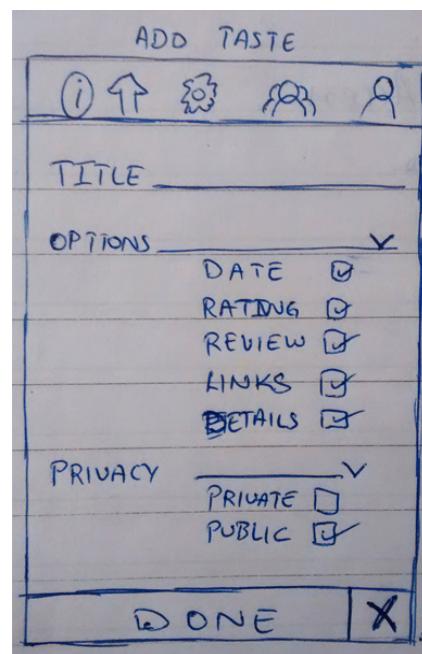


5. Notifications show the updates of what people are doing.



6. New tastes can be added by selecting from pre-defined categories or by creating new ones.

7. Categories can be customized depending on the type of interest. Privacy options too can be selected from here.



8. New category elements can be added with multiple information like review, rating, progress etc.



SWeather - UI Mockup

SWeather is a mock-up of a weather app designed for the 'Material Design' of the Android 5.0 Lollipop OS. The app interface has a minimalist view and was designed using Adobe Illustrator and Photoshop.

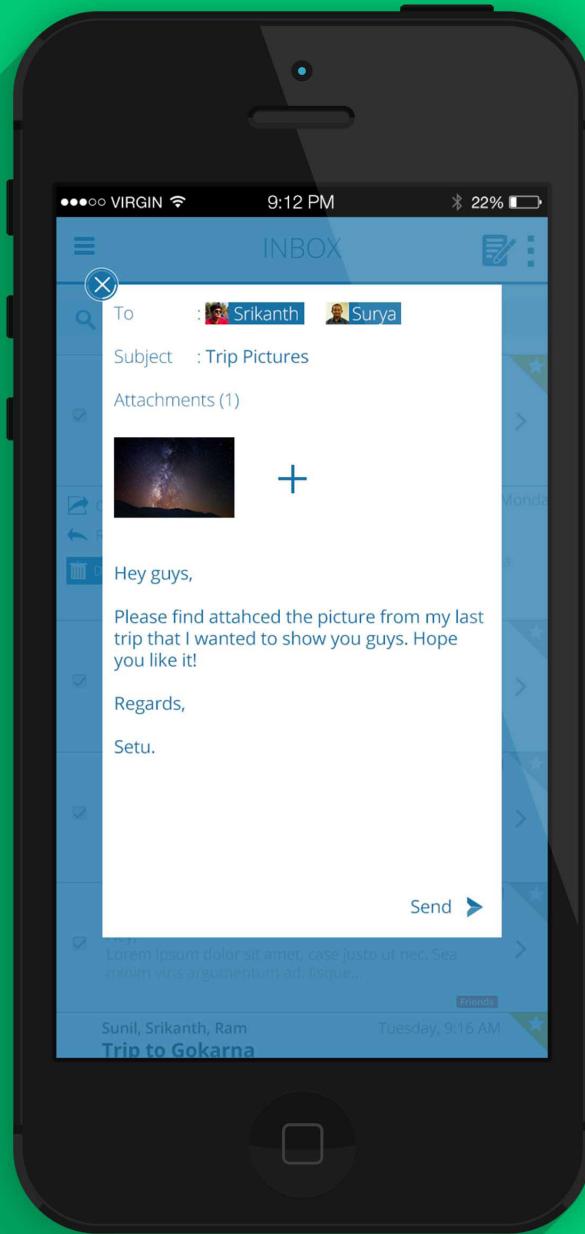


Email App - UI Mockup

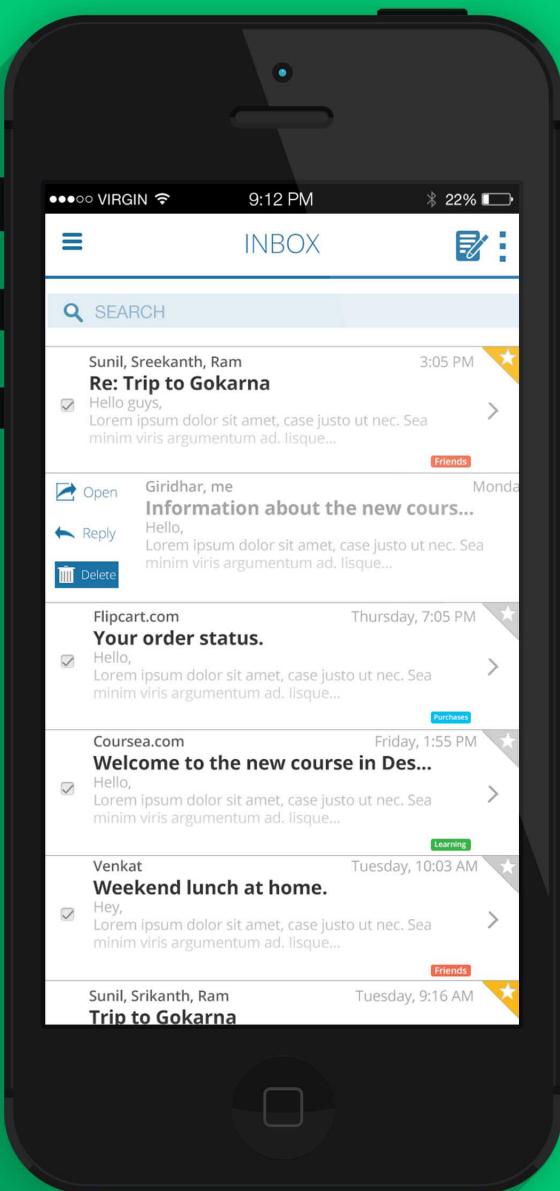
An email app client mock-up deisgned for the iOS 8. The mock up shows the interface of the Inbox, Compose mail page, Read mail and the menu bars.

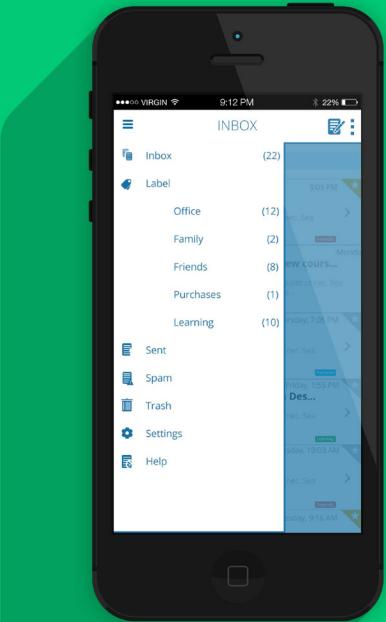
The app interface was designed using the Adobe Illustrator and Photoshop.

Compose Page

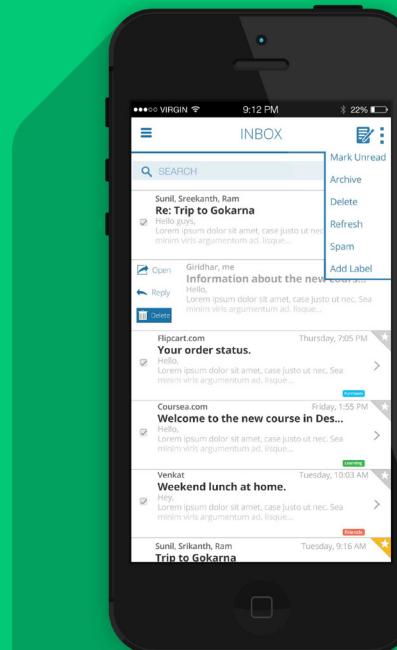


Inbox



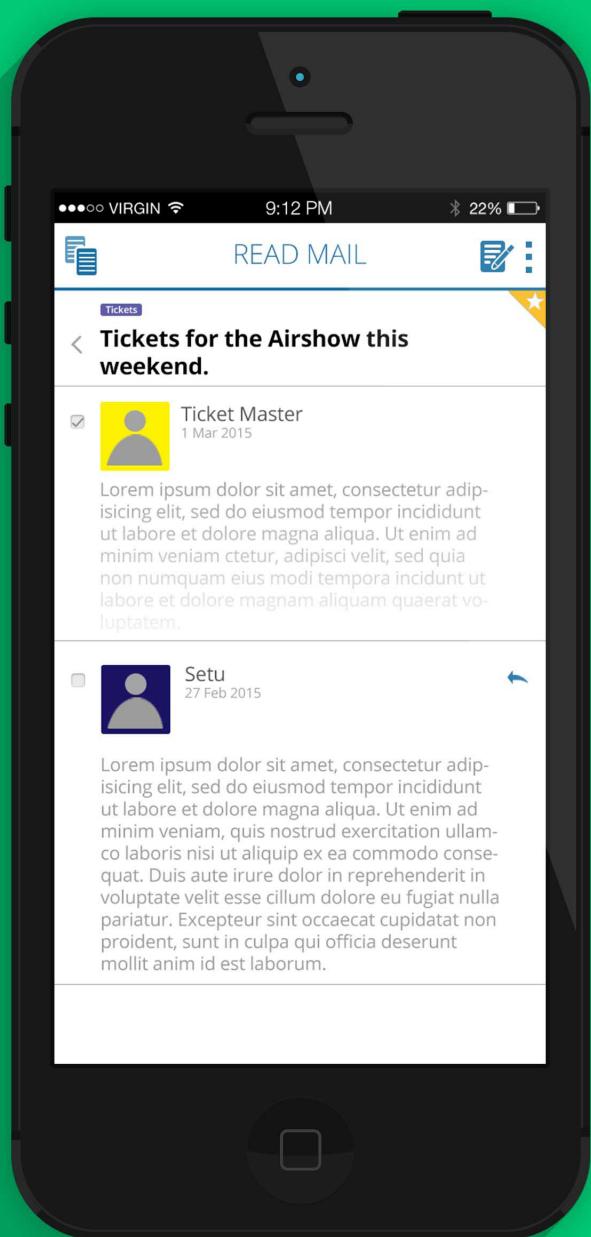


Left Menu

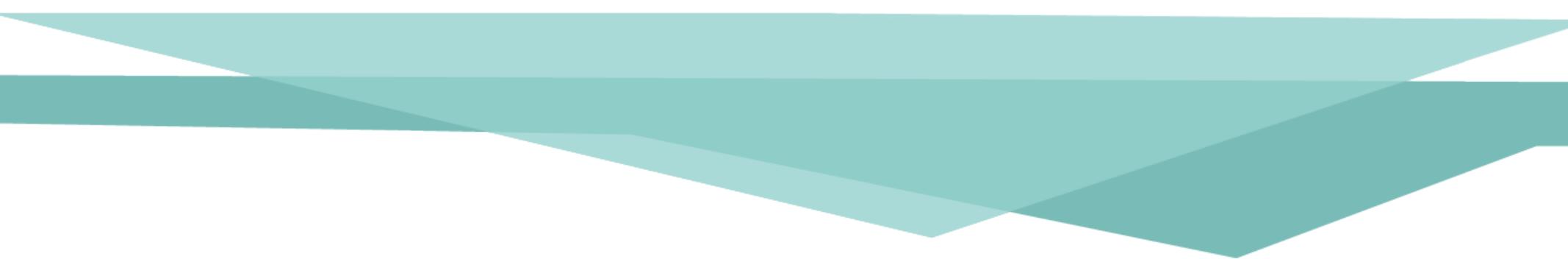


Right Menu

Read Mail



Daily Record



At Ericsson, I self-initiated two software design projects to help improve my team's performance. During the process I gained valuable insights about various aspects of a product design and UI/UX design.

In this section I will describe the concept, motivation, problems addressed and the goals achieved by the tools.

Both software were developed on the Microsoft Excel platform and automated using the Advanced visual basic programming language.

Project Period

June 2012 to November 2012.

Role Played

Undertaking the project on my own, I handled the complete conceptualization, design, development and testing of the tool. However the regular feedback and suggestions from my colleagues helped me improvise and make the tool more effective.

The Daily Record

About

The DailyRecord is a project-specific database management tool designed to maintain large amounts of work related data. The tool that provides a very comprehensive interface to maintain and access database of the team.

It has a clean, context-aware UI that is easy to use not just for the engineers, but also for the managers.

Click [here](#) for a quick video demo of the tool.

Problems Addressed

The project I was working in was in its early stages and the job related data records were being maintained in notebooks and loose sheets of paper. It was not efficient, both in terms of time spent and use of paper.

There was no uniformity in the way data was being maintained. Due to the lack of a software or a common procedure defined for the team to store the information, every individual resorted to their own way of maintaining the records. This caused a lot of confusions among people.

Concept

I sensed an opportunity to help improve the team's performance by solving the database related problem. I used the Microsoft Excel platform for it's flexibility and the versatile VBA programming language for automation.

I wanted to create a software which did not consume too much time, and yet intuitive enough to maintain and handle all the information related to the project.

Goals Achieved

DailyRecord maintained not just an individual's data records, but of the entire team in a unified format which was easily understandable.

The smart activity report which was incorporated in the second version of the software helped us track the activity status more efficiently and improved the overall efficiency and team-performance.

Paper usage was significantly reduced.

Wire Frames - 1

1.

BIRDS EYE						
SITE ID	SITE ID	SITE DETAILS		DATE	STATUS	MISC
-	-	-	-	-	-	-
-	-	-	-	-	-	-
-	-	-	-	-	-	-
-	-	-	-	-	-	-
-	-	-	-	-	-	-
-	-	-	-	-	-	-
-	-	-	-	-	-	-
-	-	-	-	-	-	-
-	-	-	-	-	-	-
-	-	-	-	-	-	-

→ ONE TIME FILL-AND-FORGET PAGE

→ REPOSITORY FOR DATABASE

3. COMBINED REPORT FOR MANAGERS

ENGG NAME	UPDATE	SITE DATA	JOB DATA	ISSUE DATA	SUMMARY
ARJUN	-	-	-	-	-
KARNA	-	-	-	-	-
NAKUL	-	-	-	-	-
KRIPAA	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-

→ COLLECTS DATA FROM THE DATABASE OF EACH ENGINEER IN THE TEAM & COLLATES IT ALL IN A SINGLE SHEET MAKING IT EASY FOR THE MANAGERS TO KEEP A TRACK OF THE ACTIVITIES

2.

DATABASE			
SITE ID	SITE DATA BAR	JOB DATA BAR	ISSUE DATA BAR
1	← STATIC INFORMATION →	← DYNAMIC INFO →	← RECORD ISSUES →
2	→ AUTOMATICALLY FILLED WITH THE SITE ID.	→ USER SELECTS 'CURRENT JOB', 'JOB STAGE', 'STATUS' & 'JOB SCHEDULE'	→ A PLACE TO RECORD ISSUES FACED DURING ACTIVITIES AND THEIR SOLUTION FOR FUTURE REFERENCE.
3		→ WEEK NO & JOB - MILESTONE FILLED AUTOMATICALLY.	→ A QUICK SUMMARY OF TIME SPENT & COMMENTS
4			
5			
6			
7			
8			
9			
10			

1. Concept sketch of the 'Bird's Eye'

2. Concept sketch of the 'Database'

3. Concept sketch of the 'Combined Report'

Wire frames - 2

4. REPORT

The sketch shows a 'REPORT OF WEEK No XX' screen. At the top right is a 'SELECT WEEK' dropdown set to '30'. Below it is a table with columns for 'DATE' and 'TIME SPENT'. A 'GRAND TOTAL' box at the bottom displays 'XX HRS'. A 'RESET' button is at the bottom.

BREAK-UP OF HOURS	
DATE	TIME SPENT
- - -	- - -
- - -	- - -
- - -	- - -
- - -	- - -

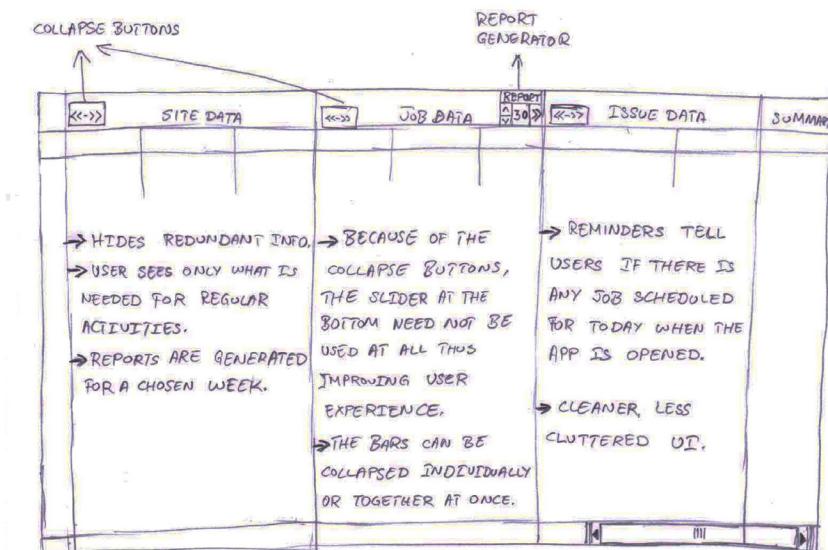
DATE	- - -	- - -	- - -	- - -	TOTAL
TIME SPENT	- - -	- - -	- - -	- - -	HOURS
- - -	- - -	- - -	- - -	- - -	- - -

GRAND TOTAL XX HRS

RESET

4. Concept sketch of the 'Weekly Report'

5. DAILY RECORD VERSION 2.



5. Concept sketch of the second version of DailyRecord

The BirdsEye

The 'Birds Eye' is a one-time-fill area where a user has to fill in the details of the cellular network 'site' he's working on. The data for a particular site is added only once at the first instance. Data in all fields except 'Site Status' remain constant.

Capri WP1B BirdsEye - Setu														
S.No	Site ID	Site Category	Job Priority	RNC	EAC/LAC	Cab Type	Config	HS	IP Address	No of Links	Start Date	Site Status	Complete Date	Comments
1	1234	Decommissioning	High	SY1	n/a	3308	3x2	n/a	n/a	8	24 May 14	Completed		
2	1122	Decommissioning	High	KS5	n/a	3202	3x2	n/a	n/a	8	11 Jun 12	Completed	18/07/2012	
3	4567	New_3G_Site_BT	Normal	ER1	41/9	6601	3x1	14.4/5.7	10.230.144.113	8		Halted		Non-Olympic - Replan pending
4	9876	New_3G_Site_BT	High	KS1	10/201	6601	3x1	21.6/5.7		15	20 Jun 12	Completed		
5	2222	Decommissioning		CY2		6207	3x2			12	24 Jun 12	Completed		
6	1000	New_3G_Site_BT	Normal	OM3	133/2	6601	3x2	14.4/5.7	10.234.28.17			Pending		BXKOM freeze until 31/08/2012

Representational Data

Cellular Network Site Details

DailyRecord Version 1

The 'Database' is where all the information related to multiple cellular network sites exists. Fetching any data will take no more than a couple of seconds with the use of smart data filters and information bars.

Site Data Bar															Job Data Bar					Issue Data Bar					Summary Bar				
S.No	Site ID	Site Category	Job Priority	SITE DATA							JOB DATA							ISSUE DATA				FINAL DETAILS							
				RNC	EACIL AC	Cab Type	Config	HS	IP Address	No of Links	Date	MS Stage	Current Job	Job Status	Pending jobs	Expected Job End Date	Issues	Issue Status	Expected Issue End date	CC and Ticket Numbers	Time Spent	Site Status	Misc Comments						
1	81044	Troubleshooting	Normal	ER1	0	0	0	0	0	0	08/08/2012	Post 400					Link failure. Engineer to visit site for inspection			17/08/2012	10001	2.00		Reparented to ER1 (Craig Baxter). FE to visit the site to check the links.					
2	79095	New_3G_Site_B	Normal	K53	10/255	3418	3x2	14.4/1.44	10.208.240.49	12	09/08/2012		Cramer	Scheduled															
3	81044	Troubleshooting	Normal	ER1	0	0	0	0	0	0	09/08/2012		Scheduled	FE Visiting site	07/08/2012														
4	78593	New_3G_Site_B_T	Critical	K55	10/246	6601	3x2	21.6/5.7	0	15	09/08/2012	390	Record	Completed			Heartbeat failure. Rack door not	Pending	20/08/2012	100002	10:00		Heartbeat failure.						

Representational Data

Cellular Network Site Database

Challenges faced in Version 1

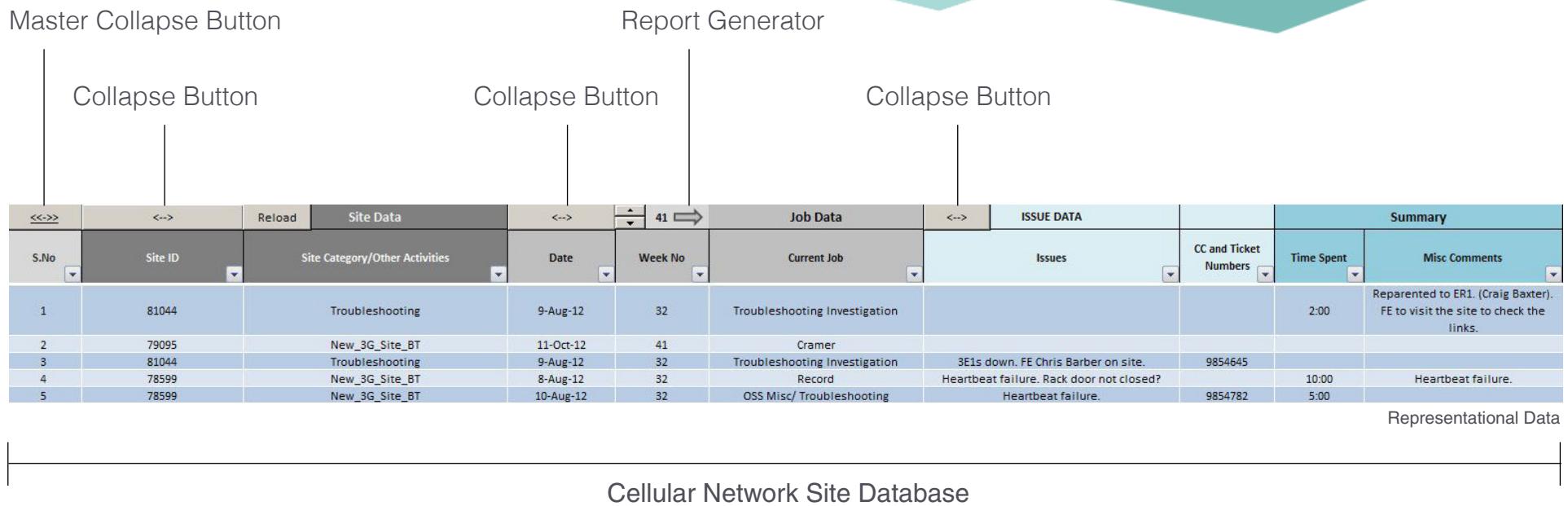
The interface was cluttered with information and it wasn't easy to scroll between columns.

Making reports of weekly activities was still taking a lot of time.

This version did not have features to allow scheduling of future work.

DailyRecord Version 2

The second version of DailyRecord had as many as 15 new features and performance improvements which made it almost twice as fast and more efficient than the first version.



Improvements Made In Version 2

The collapse buttons made the interface much cleaner and presented information in an easy-to-read format.

Weekly reports could be easily generated with the press of a button, thus saving significant amount of time.

The new scheduler function would remind the user of any activity scheduled on that particular day.

Report Summary & Combined Report

The Report Summary gave a complete picture of the weekly activity and time spent on various tasks during the chosen week. The combined team report compiles the sites' data of all the team members in a single sheet, making it easy for the team managers to track activity progress.

Individual User Report

Break-Up of Hours			
Core Activities		Non-Core Activities	
Date	Time Spent	Date	Time Spent
4-Sep-12	0:30	4-Sep-12	2:30
4-Sep-12	0:30	4-Sep-12	2:30
4-Sep-12	0:30	5-Sep-12	4:50
4-Sep-12	0:30	6-Sep-12	2:00
4-Sep-12	0:30	3-Sep-12	3:00
4-Sep-12	0:30	3-Sep-12	2:00
4-Sep-12	0:30	6-Sep-12	3:50
5-Sep-12	4:00	7-Sep-12	1:30
6-Sep-12	3:00	7-Sep-12	4:30
3-Sep-12	2:00		
7-Sep-12	0:30		
7-Sep-12	0:15		
7-Sep-12	0:30		

Reset
Select Week No
36

Daily Record				
Weekly Report For Week 36				
Core Activities				
Date	3-Sep-12	4-Sep-12	5-Sep-12	6-Sep-12
Time Spent	2:00	3:30	4:00	3:00
				1:15
Total Hours 13:45				
Non-Core Activities				
Date	3-Sep-12	4-Sep-12	5-Sep-12	6-Sep-12
Time Spent	5:00	5:00	4:50	5:50
				6:00
Total Hours 26:40				
Grand Total (Hours)			40:25	

Representational Data

Combined Team Report

10/7/2014	Update	SITE DATA										JOB DATA						ISSUE DATA				FINAL DETAILS				
		Engineer	S.No	Site ID	Site Category	Job Priority	RNC	EAC/LAF	Cab Type	Config	HS	IP Address	No of Lines	Date	MS	Current	Job Stat	Pen	Expected Job End Date	Issues	Issue Status	Expected Issue End	Issue ID	CC and Ticket	Time Spent	Site Start
Setu	1	12345	Decommissioning	High	SY1	n/a	3308	3x2	n/a	n/a	n/a	n/a	8	10/07/2014	RNC Scripts	Pending		07/23/2012	Line 176 error	Solved	#####	12345OScr	12345667	01:00	In progress	All ok
Sunya	2	12345	Decommissioning	High	SY1	n/a	3308	3x2	n/a	n/a	n/a	n/a	8	10/07/2014	RNC Scripts	Pending		07/23/2012	Line 176 error	Solved	#####	12345OScr	12345667	01:00	In progress	All ok
Lohith	3	12345	Decommissioning	High	SY1	n/a	3308	3x2	n/a	n/a	n/a	n/a	8	10/07/2014	RNC Scripts	Pending		07/23/2012	Line 176 error	Solved	#####	12345OScr	12345667	01:00	In progress	All ok
Jithin	4	12345	Decommissioning	High	SY1	n/a	3308	3x2	n/a	n/a	n/a	n/a	8	10/07/2014	RNC Scripts	Pending		07/23/2012	Line 176 error	Solved	#####	12345OScr	12345667	01:00	In progress	All ok
Ramya	5	12345	Decommissioning	High	SY1	n/a	3308	3x2	n/a	n/a	n/a	n/a	8	10/07/2014	RNC Scripts	Pending		07/23/2012	Line 176 error	Solved	#####	12345OScr	12345667	00:30	In progress	All ok
Santhosh	6	12345	Decommissioning	High	SY1	n/a	3308	3x2	n/a	n/a	n/a	n/a	8	10/07/2014	RNC Scripts	Pending		07/23/2012	Line 176 error	Solved	#####	12345OScr	12345667	01:00	In progress	All ok
Saravana	7	12345	Decommissioning	High	SY1	n/a	3308	3x2	n/a	n/a	n/a	n/a	8	10/07/2014	RNC Scripts	Pending		07/23/2012	Line 176 error	Solved	#####	12345OScr	12345667	01:00	In progress	All ok
Satyam	8	12345	Decommissioning	High	SY1	n/a	3308	3x2	n/a	n/a	n/a	n/a	8	10/07/2014	RNC Scripts	Pending		07/23/2012	Line 176 error	Solved	#####	12345OScr	12345667	01:00	In progress	All ok

Representational Data

Highlights Of The Daily Record Design Process

I started developing the tool with no prior software design experience. As I progressed, I learnt the immense possibilities of software design and gained skills like programming, user-centric design and product development cycle from the stage of conceptualisation to the final delivery.

User centric approach was an important learning since I was working with a team of different individuals with unique work roles and mindsets.

By incorporating a lot of automation and context-aware algorithms, I was able to make the tool 'smarter'. It consumed very less user-time and yet maintained all the necessary information related to multiple activities and their progress.

The Outcomes

In the end a user had to click at the most 3-4 buttons and fill in 3-4 fields. The tool automatically took care of organising and maintaining the work of the user.

As much as 90% of database management time and human errors were saved.

The Weekly Report function made it very easy for the users to keep a track of their activity and submit reports by the end of the week.

The managers and leads found it very convenient to monitor the progress of the activities using the Combined Report.

It eliminated use of papers thereby being ecofriendly.

As per Ericsson's internal cost saving calculations, the projected savings in cost amounted to close to \$1m/year.

The tool was adjudged one of the 'Best Innovation of the year' during an internal-Ericsson 'Innovation Week' event.

The Script Generator Software

About

The Script Generator is a handy software-tool that automates the process of generating various equipment-specific scripts. These scripts are later run remotely in the telecommunication equipments.

Click [here](#) for a quick video demo of the tool.

Concept

Using the automation and UI/UX experience from the DailyRecord project, I decided to create a software to automatically generate scripts using the Microsoft Excel platform and advanced VBA programming.

The idea was to create a software which automatically prepared equipment scripts upon inputting the necessary parameters.

Designing a user-friendly tool was my motive. Inspired by the minimalistic design trend, I designed the tool which did the work with as less elements as possible.

Problems Addressed

Since the project was in its early stages, the engineers had to manually prepare the scripts.

This manual method of script generation would sometimes result in human errors. It consumed a lot of time to create the scripts and debug the errors if any.

Goals Achieved

The software was able to automatically generate any script that was necessary with few inputs and a couple of clicks.

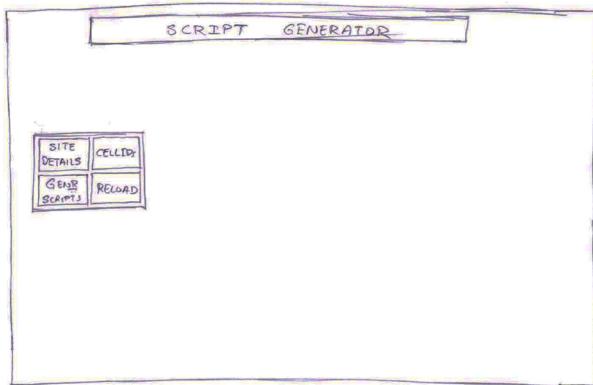
With a clean and minimal user interface, the tool reduced human errors considerably and also the time consumed to manually prepare the lengthy scripts.

According to Ericsson's internal cost saving calculations, the Script Generator saved as much as \$3000/year.

Concept Sketches And Interface Overview

Basic Layout

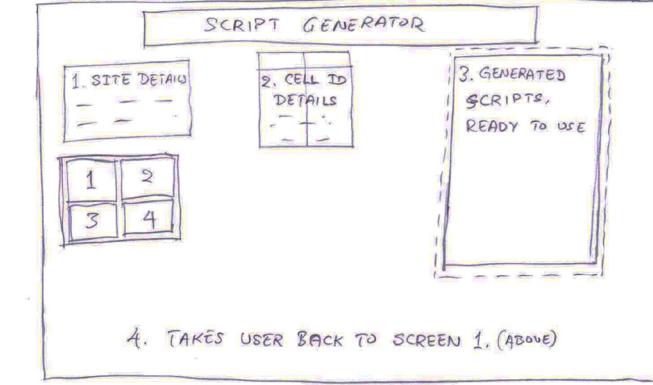
1.



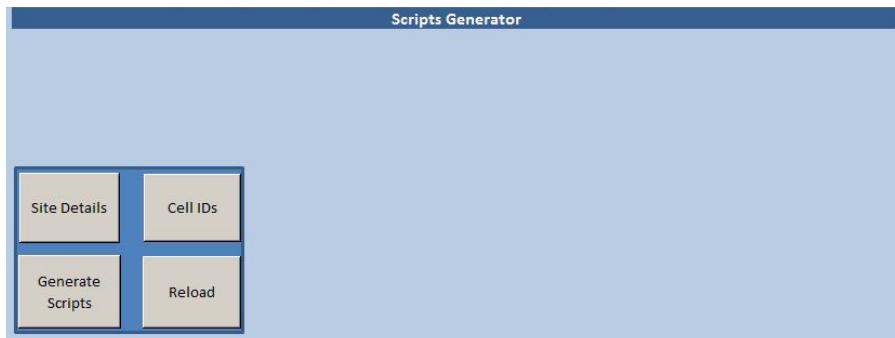
1. Concept sketch of the home screen.

The Output

2.



2. Concept sketch of the final output screen



The Tool has been designed with a clean, minimalist approach.

The screen on top is how the tool looks when first opened.

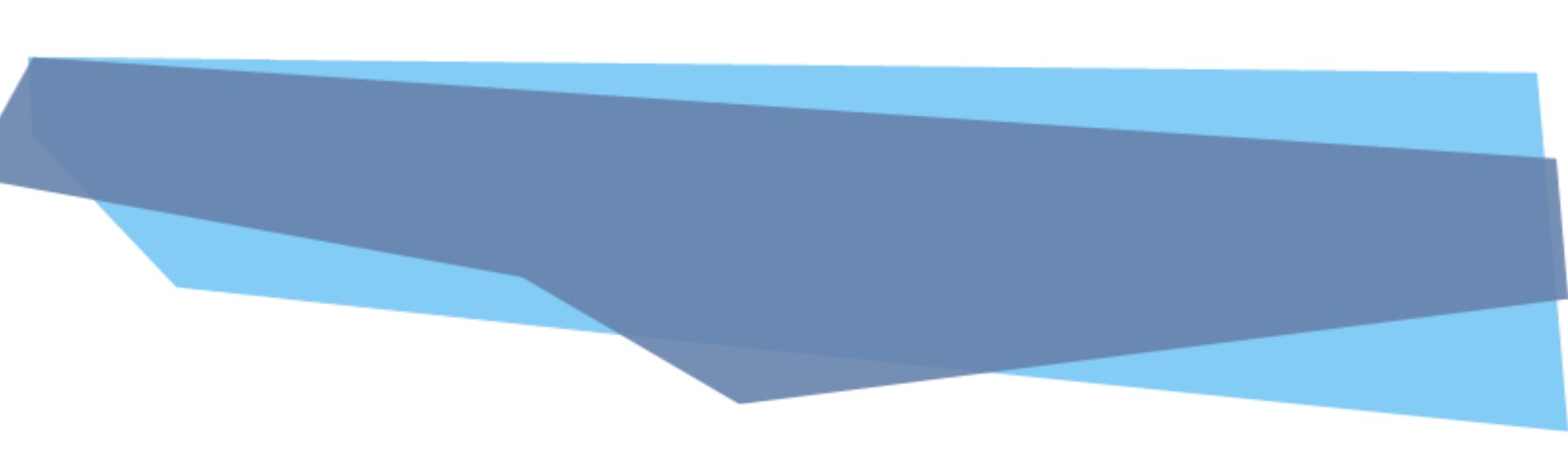
A screenshot of the "MSC Scripts Generator" tool. The title bar says "MSC Scripts Generator". On the left, there's a form with inputs: "Enter Site ID" (21104), "Enter LAC" (25), "Enter EAC" (10), and "Number of Cells" (9). To the right is a table titled "Cells" with columns "Cells" and "Enter the Cell IDs". The table lists 9 rows of cell details. On the far right, a text area shows generated script code. At the bottom right is a message: "<Thanks, Setu>".

Cells	Enter the Cell IDs
S1C1	110
S2C1	111
S3C1	112
S1C2	113
S2C2	114
S3C3	115
S1C3	116
S2C3	117
S3C2	118

Above is a sample of the final output. After providing the necessary input, the tool will generate the scripts at the click of a button.

The tool can be used to generate scripts of any length and for any activity.

Aeromodelling



Since childhood, I was fascinated by aircrafts and even today I study them with the same curiosity. Over time I started building plastic based static scale models of aircrafts. In this section, there are some pictures of the models I've built so far. Building aircrafts gave me a good understanding of 3D modelling and prototyping.

Project Period

I designed my first aircraft model when I was in my 9th grade and I continue to build aircrafts with the same enthusiasm and excitement till today.

Inspiration and Role

I love the way aircrafts are designed. I get thrilled watching them fly and building scale models is the best opportunity I get to observe a real aircraft closely. I build the models alone and have built 12 various scale models.

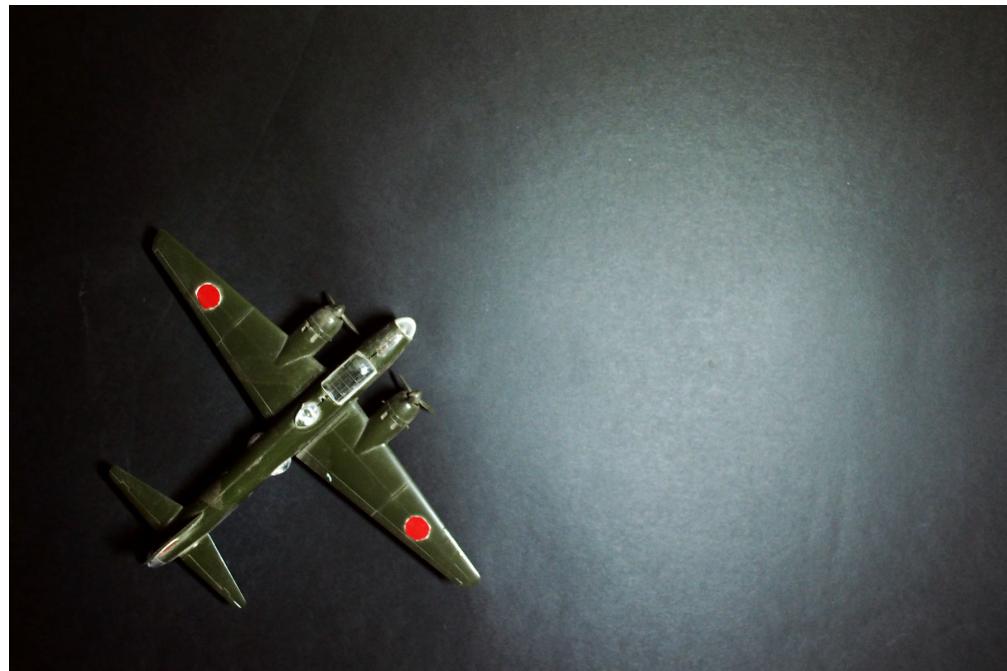




A 1/72 scale model of the Lockheed Martin F-16 Thunderbird.



A 1/48 scale model of the Sukhoi Su-27 Sea Flanker.



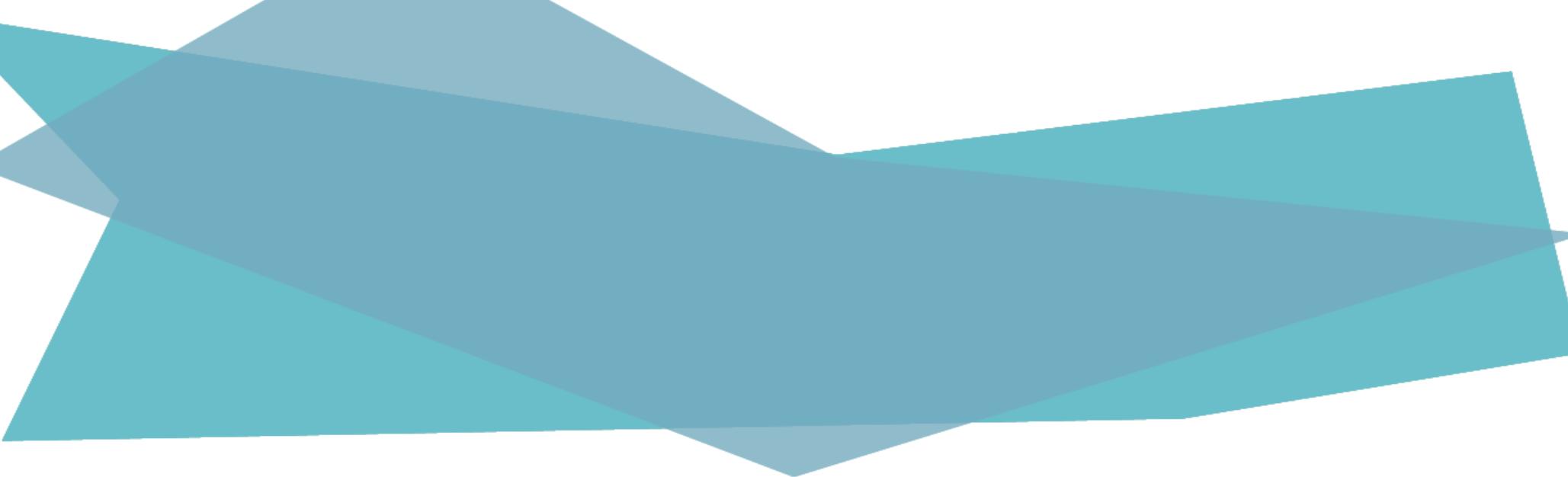
A 1/48 scale model of the Mitsubishi G4M1 "Betty".



A 1/72 scale model of the Dassault Mirage III-C.



Graphic Design



As a passionate photographer, I started using tools such as Adobe Photoshop and Lightroom for post-processing. As my interests evolved, I started learning basic graphic design and created banners, logos and art work for my college, individuals and startups with the help of creative tools like Adobe Illustrator, InDesign and Photoshop.

Project Period

2009 to Present.

Website Landing Page Design

Designed a landing page for Eventosaur.com using Adobe Photoshop and Adobe Muse.



Why You'll Love Us

Simple Process

We are as passionate (and probably frustrated) about our events as you are. And so we have set out to create the simplest way to plan and organize events, tailored exactly as you would like it.

Simpler Planning

With all your event needs at your fingertips, you can book priests, shamiana vendors and caterers at the click of a button. All you have to do is decide the date and your invitees list.

What People Say About Us

Eventosaur has made life so much easier for me, especially during the festival or event days. All I need is my laptop and my job gets done in minutes.



Hariprasad Kulkarni
A busy programmer

Finally I can take part in the family events more than just eating good lunch. I can now plan, organize and schedule events like a pro. Thanks to Eventosaur.



Nitin Jois
College Student

Leave Your Planning Headaches To Us

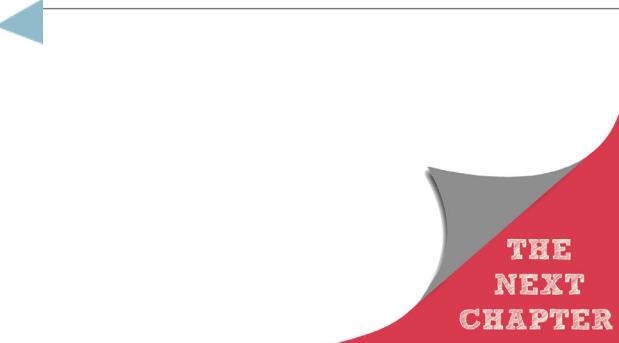
Worry no more about arranging your dream event. Worry no more about find out which preist or venue is appropriate for your event. Worry no more about food arrangements. Just worry about who you want to invite.

ENTER YOUR EMAIL

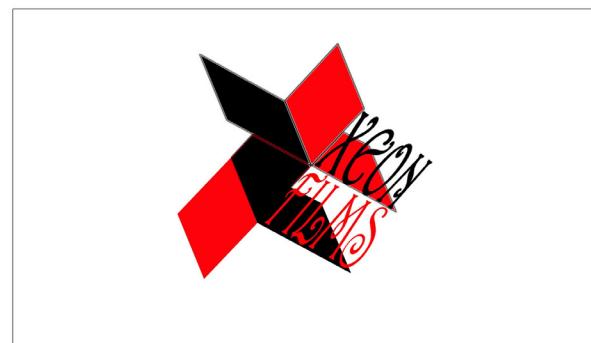
SIGN UP

Logo Design

1.



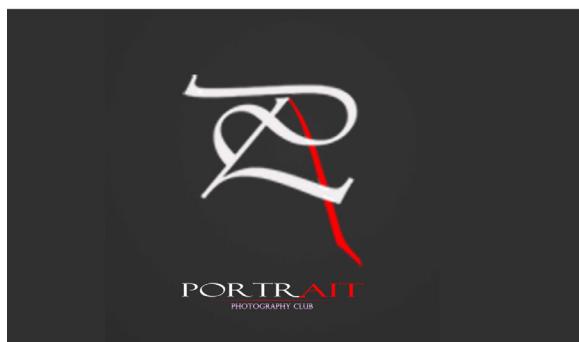
2.



3.



4.



5.



6.



1. Logo for the startup 'The Next Chapter', 2014.

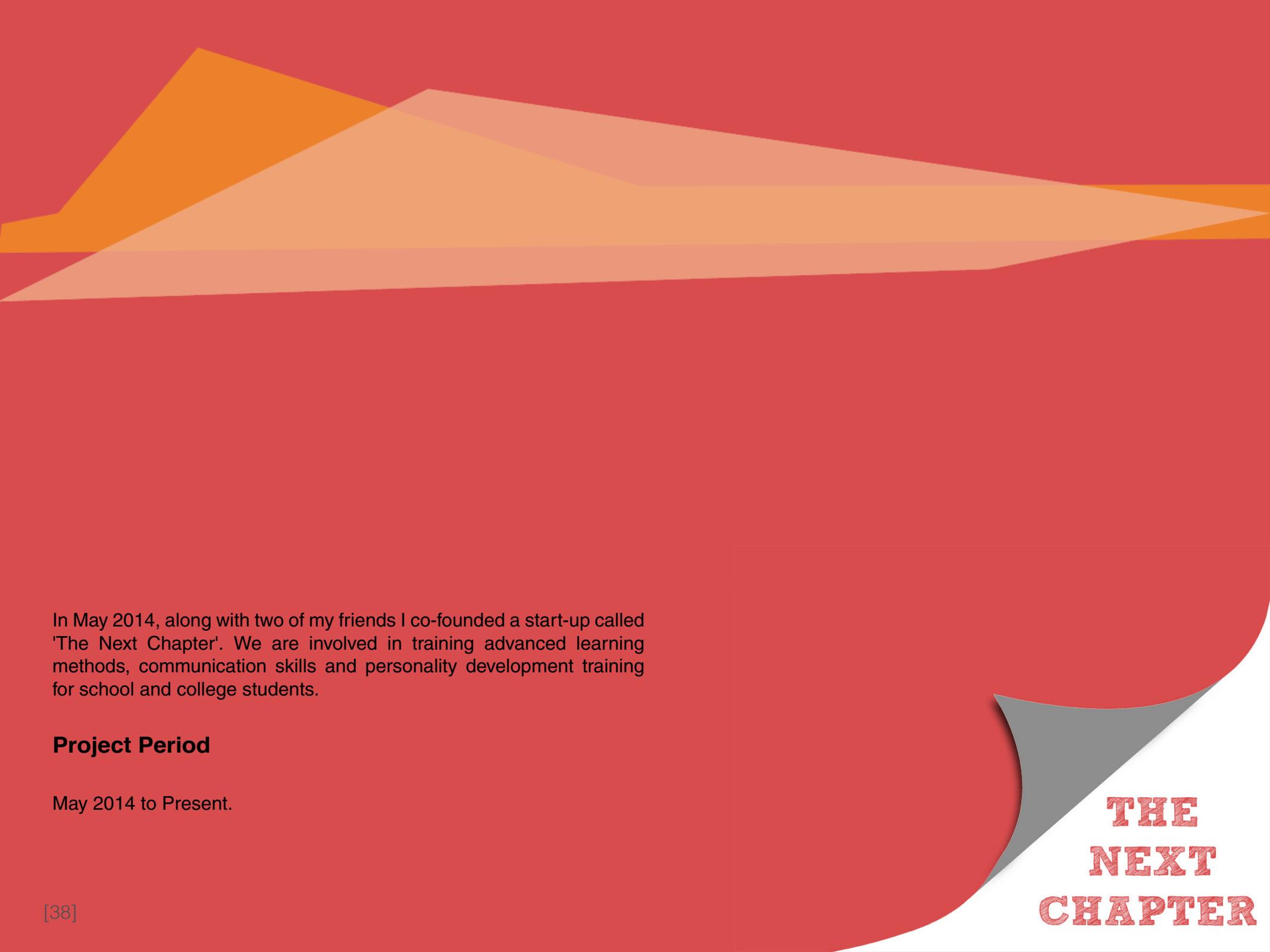
2. Logo for the startup ' Xeon Films', 2010.

3. A personalised logo for a classical singer, Amrita Rao, 2011.

4. Logo for the college photography club, 'PortrAIT', 2010.

5. Logo for the classical music group, 'HYMA', 2014.

6. Logo for the startup, 'QPursuits', 2014.



In May 2014, along with two of my friends I co-founded a start-up called 'The Next Chapter'. We are involved in training advanced learning methods, communication skills and personality development training for school and college students.

Project Period

May 2014 to Present.

Motivation

Having worked in the corporate world for over three years and interacted with people of different backgrounds and ethnicity, we realised there was a gap between academic and professional lives that was affecting a majority of the people from non-urban backgrounds. We hence set out to help that section of the society for whom certain essential skills like communication, using the internet etc is not as easily accessible as it is for the more privileged ones.

The Outcomes

We handled projects in several parts of the state of Karnataka, teaching students of a diverse age group. Our sessions had an audience of school students between the age group of 14-16 to college students between the age group of 19-21. There was noticeable increase in the motivation levels and communication skills in the students we got the opportunity to work with, .

This has been a challenging experience so far. Although we are yet to see financial profitability, this has been a very rewarding episode of my life from the learning perspective. The start-up life taught me several lessons that I couldn't get during college and corporate life. The lessons I learnt in building a brand, interacting with clients, understanding the market and its needs, financial and time management are very invaluable and I look forward to making use of these learnings in the future and see myself becoming a better entrepreneur.

Role

As one of the three co-founders of the company, I was involved in the building of the start-up from the ground up. Together with my colleagues I handle the roles involving planning, marketing and sometimes, training.