

Setu Kathawate

Product Design | Research | Strategy

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206.739.4983

Full-stack product designer with a proven track record for solving complex business problems and setting people, teams, and organizations up for success through Design Thinking Product Strategy and Empathy.

Skills

Product Strategy

Interaction Design

Visual Design

Problem Discovery and Prioritization

Cross-Functional Collaboration

Facilitation

Empathy and Curiosity

Self-Development

Tools

User Research Methods

Usability Studies

Figma / Adobe XD / Sketch

Photoshop / Illustrator

HTML / CSS / Javascript

Education

University Of Washington

Seattle, WA | SEP 2015 - MAR 2017

M.S in Human Centered Design &

Engineering | CGPA 3.92 / 4.00

Recent Experience

Amazon

UX Designer II | Transp and Recipient Experience MAR 2020 - PRESENT

Led the end-to-end research and designs efforts of a major transportation process modeling tool used by Amazon's network planning team for configuring Amazon's complex transportation networks. The tool resulted in improving the configuration deployment efficiency to 92% during peak 2021 from 52% in 2020, and reducing the time required for manual configuration by almost 77%.

Ran an experiment to measure and quantify productivity at work by tracking velocity, time in meetings and emotional wellbeing. Presented the work at Conflux, Amazon's annual design conference. Will be running a workshop in December 2021 to share the methodology with other Amazonians to help them be more productive at their jobs.

Hosted a fireside chat with internal accessibility bar raisers as a part of accessibility education program. Led the efforts to establish core tenets for the design studio.

The Home Depot

Sr. UX Designer | Enterprise UX APR 2018 - FEB 2020

Designed & shipped internal software tools and applications for The Home Depot's Fulfillment Centers that have increased the 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 increased User-Centered thinking within the product team and better collaboration with Designers in the larger UX team.