




Setu Kathawate

PRODUCT DESIGNER


CONNECT

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 206.739.4983

 Seattle, WA

SKILLS

Interaction design

Product and Design strategy

User research and Usability testing

Cross-functional collaboration

Wireframing and Prototyping

Workshop facilitation

Mentoring

TOOLS

Figma / Sketch

Dovetail / UserTesting

HTML / CSS / Javascript

Asana / Notion

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 design strategy, research and execution 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.

Drove elegant and accessible solutions for highly complex design problems that minimized manual effort and decision-making by 75%, increased tool adoption by 82% in one week and improved operational efficiency by reducing over a million packages from getting lost each week.

Defined and evangelized mechanisms to increase collaboration across design, product and tech partners which led to greater cohesion between products and less duplication of effort across the org.

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.