

# Setu Kathawate

Product Designer

## CONNECT

[www.setumadhava.com](http://www.setumadhava.com)

[LinkedIn](#)

[setugk8@gmail.com](mailto:setugk8@gmail.com)

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

Invision / Zeplin

Photoshop / Illustrator

HTML / CSS / Javascript

## EDUCATION

University Of Washington, Seattle

2015 - 2017

M.S in Human Centered Design and  
Engineering

## RECENT EXPERIENCE

### Amazon | UX Designer II

03/2020 - Present | Seattle, WA

Led the end-to-end design efforts for several complex internal tools and platforms that reduced manual effort by ~77% and improved network configuration deployment efficiency by 40% resulting in accurate deliveries of more than a billion customers packages.

Led the efforts to define tenets and mission statement for our design studio, hosted a fireside chat on accessibility and co-facilitated a workshop at Conflux, Amazon's annual design conference. on using tools and techniques to improve work efficiency and mental health.

### 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.

### Premera Blue Cross | UX Designer

05/2017 - 12/2017 | Seattle, WA

Led the UX efforts to design a Provider Search tool to help Premera's customers confidently find the providers or facilities covered by their insurance plan. Average customer satisfaction score went up from 2.8 to 4.1 (on a scale of 1-5) after shipping the new search experience.