

Setu Kathawate

Designing 0→1 enterprise products at the intersection of AI, data, and human-centered design.

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ABOUT

Product Designer with 8+ years of experience building enterprise tools and platforms from 0→1. I combine deep UX foundations with AI-native design to prototype, validate, and ship end-to-end — not just designing tools, but building and publishing them. Currently leading AI integration efforts across my design studio and building agentic experiences that change how people interact with complex data.

EXPERIENCE

Amazon

Mar 2020 – Present

Sr. UX Designer

- Defining the UX vision for an AI-native data intelligence platform — prototyping chat-with-metrics and agentic visualization patterns in rapid 2–3 week sprints, partnering directly with engineering and product to explore how executives query and act on customer behavior data.
- Designed and shipped an AI-powered career documentation tool using Claude Opus 4.5 on Kiro — establishing trust frameworks, security policies, and prompt engineering patterns that enabled adoption across a **45-person design studio**.
- Led product strategy for one of Amazon's early generative AI initiatives in 2023 — an LLM-powered ambient intelligence project in fulfillment operations that replaced traditional I/O devices with a natural language interface: ask a question, get an answer, take action.
- Redesigned Driver Support across 5 marketplaces, reducing abandon rate from 78% to 72.5% by replacing fragmented support with context-aware flows and an AI chat assistant — **\$2.7M annualized savings** and **15.5% improvement** in self-service efficacy.
- Shaped the design studio's AI tooling strategy by hands-on evaluation of prototyping tools, blocking investment in high-learning-curve options and steering the team toward tools that matched their AI-first workflow.
- Piloted and scaled the Agile UX process studio-wide, providing the data and feedback loop that enabled UX Ops to roll it out to 50+ practitioners — reducing handoff friction between design, product, and engineering.
- Convinced director-level leadership to keep the existing design system by researching trade-offs across teams and presenting a clear cost-benefit case — saving months of migration work and preserving team velocity.

The Home Depot

Apr 2018 – Feb 2020

Sr. UX Designer

- Designed warehouse management dashboards that improved outbound shipping efficiency by >25% and inbound receiving by >100% — directly reducing operational costs and improving delivery reliability.
 - Introduced data-driven design practices to a team with no prior design culture, embedding UX research into the product development cycle and shifting engineering conversations from feature requests to user outcomes.
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SKILLS

AI-Native Design & Agentic UX

Designing for LLM-powered interfaces, chat-driven data experiences, and agentic workflows. Prompt engineering, constitution design, and trust frameworks for AI products — shaping how AI behaves, not just how it looks. Building MCP integrations and contextual automation systems.

Full-Stack Prototyping & Development

End-to-end from concept to working code — React, Node.js, AWS Bedrock, Cursor, Claude Code, Vercel V0, Lovable, and Kiro. Fluent in AI-directed development — structuring prompts, managing context, and iterating with AI agents to ship production-quality output.

Security & Privacy for AI

Prompt injection protection, transparency policy design, and defense-in-depth thinking for AI systems. Context-based access control and defining what AI should — and shouldn't — reveal to users.

Design & Collaboration Tools

Figma, GitHub, Vercel, Python, HTML/CSS/JS. Comfortable across the design-to-development stack.

Product Thinking & UX Strategy

User research, journey mapping, and aligning design decisions with business outcomes and customer needs.

Design Operations & Leadership

Scaling processes across a 45-person design studio — from piloting AI tools to building documentation-as-code practices and onboarding materials that enable team-wide adoption.

PROJECTS

Northstar Jan 2026

Personal Project · HTML/CSS/JS · GitHub · Live App

A mobile-first PWA for quarterly goal tracking. Upload a plain-text config, get a personalized dashboard with smart task suggestions based on available time — eliminating decision fatigue so that users can act quickly on the tasks that help them achieve their goals.

Seafile MCP Server Jan 2026

Open Source · Python · GitHub

A Model Context Protocol server that connects Claude to self-hosted Seafile storage — letting users browse, search, and manage files through natural conversation instead of navigating complex folder structures.

EDUCATION

University of Washington 2015 – 2017

MS, Human Centered Design and Engineering

Visvesvaraya Technological University 2006 – 2010

BE, Electronics and Communications Engineering