

# 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.

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## 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.

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## **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.

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## **EDUCATION**

### **University of Washington**

2015 – 2017

MS, Human Centered Design and Engineering

### **Visvesvaraya Technological University**

2006 – 2010

BE, Electronics and Communications Engineering