



# Setumadhava G Kathawate

UX Designer Passionate About  
**Solving Problems** In Users' Lives  
Through **Research Backed Design**

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

## Experience

### Research Assistant | PPX Lab, University of Washington

Jan 2015 - Present

**Role:** User Research | Data Analysis | Prototyping

Conducting prototyping, user research, usability studies, and qualitative data analysis of the Microsoft Band at the Patient Provider Experience lab at the University of Washington

### Co-Founder & Design Head | Eventosaur

Mar 2015 - Sep 2015

**Role:** Branding | Business strategy | Customer and Vendor Correspondence | User research | Usability Studies | Wireframing | User Experience Design

Co-founded and designed an online marketplace that helps Indian people plan and host their traditional and religious events

### Network Engineer | Ericsson India

Jan 2011 - May 2014

Designed, Integrated and Optimized 3G and LTE cellular networks for Vodafone UK, Mosaic and O2, Ireland and AT&T, USA

## Education

### M.S in Human Centered Design & Engineering

Sep 2015 - Present

University of Washington, Seattle | GPA 4.0

### B.E in Electronics & Communications Engineering

Aug 2006 - Jun 2010

Visvesvaraya Technological University, Belgaum, India

## Skills

### UX

User Research | Usability Studies | Data Analysis | Wireframing | Interaction Design | Interface Design | Interactive Prototyping | Information Architecture | Heuristic Evaluation | Market Research

## UX Projects

### The Daily Record - Tool Development

Jun 2012 - Dec 2012

**Role:** User Research | Design | Development | Usability test

Designed and developed an efficient Excel-based database management software to solve database related issues with the use of an intuitive, context-aware algorithm

Won the Best Innovation award during the Innovation week at Ericsson in Aug 2012

### HTC-UnderArmour HealthBox - Usability Study

Jan 2016 - Mar 2016

**Role:** Usability Study | Participant Recruitment | Data Analysis

Conducted usability studies on the HTC-UA's health and fitness tracking kit, HealthBox [HCDE team project]

### Periodical.ly - UX Design | Business Model Dev

Sep 2015 - Dec 2015

**Role:** Market Analysis | Personas | User stories | Wireframes for web and mobile dashboard | Usability studies

Designed an app that helps readers read their favorite articles by bypassing the paywalls and multiple log-ins [HCDE team project]

### UW-ISE - UX Research & Design

Sep 2015 - Dec 2015

**Role:** User Research | Interviews | Personas | Wireframes | Paper Prototypes | Usability Studies

Designed an app designed to help international students find off-campus accommodation efficiently when they arrive in Seattle [HCDE team project]

### Programming

HTML | CSS | SASS | Python | Javascript | jQuery

### Tools

Adobe Illustrator | Photoshop | InDesign | Axure | Indigo Studio | Sketch | FramerJS