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# Setumadhava G Kathawate

UX Designer Passionate About **Solving Problems** In Users' Lives Through **Research Backed Design**  www.setumadhava.com 206-739-4983 setugk@uw.edu twitter.com/setumad linkedin.com/in/setumadhavagk

# **Experience**

# 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

# Research Assistant | PPX Lab, University of Washington

Jan 2015 - Present

Role: User Research | Usability Testing | Data Analysis

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

## Network Engineer | Ericsson India

Jan 2011 - May 2014

Designed, Integrated and Optimizated 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 |
Rapid Prototyping | Information Architecture |
Heuristic Evaluation | Market Research

# **UX Projects**

# The Daily Record

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

Jun 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

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**

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