



Setumadhava G Kathawate

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

206-739-4983

setugk@uw.edu

twitter.com/setumad

linkedin.com/in/setumadhavagk

Portfolio: www.setumadhava.com

Experience

Interaction Design Intern | Expedia, Inc.

Jun 2016- Sep 2016

Role: Interaction Design | Prototyping

Creating concept ideas for mobile web optimization in various sections of Expedia's Hotel booking website.

Research Assistant | PPX Lab, University of Washington

Jan 2016- Jun 2016

Role: User Research | Data Analysis | Prototyping

Conducted prototypes, user research, longitudinal 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 - Present

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

Education

M.S in Human Centered Design & Engineering

Sep 2015 - Present

University of Washington, Seattle | GPA 3.9

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]

Central Cinema - Website Redesign

Mar 2016 - Jun 2016

Role: Market Analysis | User Research | Personas | Paper Prototyping | Wireframes | Usability studies

Redesigned the website for Central Cinema, a local movie theater using the user centered web design process. [UCDE537 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 | Atomic | Sketch | FramerJS