Setumadhava G Kathawate

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I Love Creating
Innovative Design Solutions
That Simplify People's Lives

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 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

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

Script Generator

Jun 2012 - Dec 2012

Role: User Research | Design | Development | Usability test

Designed and developed an efficient Excel-based tool that automatically generates equipment specific scripts

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]

Skills

UX

User Research | Usability Studies | Data Analysis | Wireframing | Interaction Design | Interface Design | Rapid Prototyping | Information Architecture | Business Model Generation | Market Research

Programming

HTML | CSS | SASS | Python | Javascript | jQuery

Tools

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