

Setu Kathawate

Product designer with 8+ years of experience shipping enterprise tools at scale. Now focused on defining how AI earns trust, from UX vision to production code, and helping design teams become AI-native.

Seattle, WA | hi@setugk.com | [LinkedIn](#) | [GitHub](#) | [Portfolio](#)

EXPERIENCE

Amazon

Mar 2020 – Present

Sr. UX Designer

AI & DESIGN STUDIO LEADERSHIP

2024 – Present

- **Leading Product Design** for an AI-native data analytics platform that helps Amazon executives identify customer issue patterns and make data-driven decisions.
- **First in the org to build a product prototype entirely in code**, reducing design-to-engineering handoff by **~90%**.
- **Designed and built two full-stack products**: Recap, a conversational AI career tool (React, AWS Bedrock) piloting with **6 practitioners**, and Transcriptor, a research transcription tool (React, AWS Lambda) that cut analysis time by **~85%**.
- **Spearheading AI-native design practices across a 45-person studio** by building Git and AI tooling infrastructure, automated dev environment setup, and shared repos, reducing onboarding time by **>75%**. 4 designers have shipped projects on this foundation.

PRODUCT DESIGN & OPERATIONS

2020 – 2024

- **Led product strategy for an early generative AI initiative** in fulfillment operations, designing a natural language interface to replace traditional I/O devices.
- **Redesigned Driver Support self-service across 5 marketplaces**, restructuring IA and task flows to improve resolution rates, contributing to **\$2.7M in annualized savings**.
- **Created an operations platform for 5,000+ fulfillment managers** across **175+ sites**, translating complex operational data into actionable dashboards that improved on-time delivery.

The Home Depot

Apr 2018 – Feb 2020

Sr. UX Designer

- **Designed warehouse management dashboards** that shifted operational visibility from reactive to real-time, restructuring outbound shipping and inbound receiving tracking to directly reduce costs.
- **Established data-driven design practices** in a team with no prior design culture, shifting conversations from feature requests to user outcomes.

SKILLS

AI-Native Design: AI-powered product interfaces, agentic workflows, prompt engineering, trust & guardrail design, failure state UX, transparency frameworks

Full-Stack Development: React, Node.js, AWS (Lambda, S3, Bedrock). AI-assisted development from concept to production.

Design Operations: Scaling processes, documentation-as-code, team enablement across 45-person studio

Tools: Figma, Kiro, Cursor, Claude Code, GitHub, Vercel V0

SIDE PROJECTS

Transcriptor: Research transcription tool with automatic speaker diarization, filler-word filtering, and AI-powered transcript cleanup. Replaced a manual Slack-based workflow, reducing research analysis time by ~85% and eliminating 4+ hours of manual speaker labeling per study.

React, AWS Lambda, S3, Amazon Transcribe, SAM · Internal · Amazon · Mar 2026

Recap: Conversational AI for career documentation with trust-building patterns for ambiguous input and structured output validation.

React, Node.js, Claude 3.7 Sonnet · Internal · Amazon · Feb 2026

Northstar: Mobile-first goal tracking web app. HTML/CSS/JS · GitHub · Jan 2026

Seafire MCP Server: Conversational file management via Claude. Python · Open Source · Jan 2026

PDF Compressor: Built for my dad to self-service PDF compression and collation. Personal · 2026

EDUCATION

University of Washington

MS, Human Centered Design & Engineering

2015 – 2017

Visvesvaraya Technological University

BE, Electronics & Communications Engineering

2006 – 2010