Setu Kathawate

Designing 0→1 enterprise products at the intersection of AI, data, and human-centered design.

Seattle, WA · Email · LinkedIn · GitHub · Download Resume

ABOUT

Product Designer with **8+ years** of experience building enterprise tools and platforms from 0→1. I combine deep UX foundations with AI-native design to prototype, validate, and ship end-to-end — not just designing tools, but building and publishing them. Currently leading AI integration efforts across my design studio and building agentic experiences that change how people interact with complex data.

EXPERIENCE

Amazon   Mar 2020 – Present

Sr. UX Designer

— Defining the UX vision for an AI-native data intelligence platform — prototyping chat-with-metrics and agentic visualization patterns in rapid 2–3 week sprints, partnering directly with engineering and product to explore how executives query and act on customer behavior data.

— Redesigned Driver Support across **5 marketplaces**, reducing abandon rate from **78% to 72.5%** by replacing fragmented support with context-aware flows and an AI chat assistant — **$2.7M annualized savings** and **15.5% improvement** in self-service efficacy.

— Convinced director-level leadership to keep the existing design system by researching trade-offs across teams and presenting a clear cost-benefit case — saving months of migration work and preserving team velocity.

— Piloted and scaled the Agile UX process studio-wide, providing the data and feedback loop that enabled UX Ops to roll it out to **50+ practitioners** — reducing handoff friction between design, product, and engineering.

— Shaped the design studio's AI tooling strategy by hands-on evaluation of prototyping tools, blocking investment in high-learning-curve options and steering the team toward tools that matched their AI-first workflow.

The Home Depot   Apr 2018 – Feb 2020

Sr. UX Designer

— Designed warehouse management dashboards that improved outbound shipping efficiency by **>25%** and inbound receiving by **>100%** — directly reducing operational costs and improving delivery reliability.

— Introduced data-driven design practices to a team with no prior design culture, embedding UX research into the product development cycle and shifting engineering conversations from feature requests to user outcomes.

SKILLS

AI-Native Design & Agentic UX

Designing for LLM-powered interfaces, chat-driven data experiences, and agentic workflows. Building MCP integrations and contextual automation systems.

Full-Stack Prototyping & Development

End-to-end from concept to working code using Cursor, Claude Code, Vercel V0, Lovable, and Kiro. Fluent in AI-directed development — structuring prompts, managing context, and iterating with AI agents to ship production-quality output.

Design & Collaboration Tools

Figma, GitHub, Vercel, Python, HTML/CSS/JS. Comfortable across the design-to-development stack.

Product Thinking & UX Strategy

User research, journey mapping, and aligning design decisions with business outcomes and customer needs.

Design Operations & Leadership

Scaling processes, piloting AI tools, mentoring practitioners, and influencing stakeholders across disciplines.

PROJECTS

Seafile MCP Server
Jan 2026

Open Source · Python · GitHub

A Model Context Protocol server that connects Claude to self-hosted Seafile storage, enabling natural language file browsing, search, and management. Built and published as an open source project.

EDUCATION

University of Washington
2015 – 2017

MS, Human Centered Design and Engineering

Visvesvaraya Technological University
2006 – 2010

BE, Electronics and Communications Engineering