

# Aiswarya Kolisetty

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## Experience

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### Ford Motor Company R&D

*User Experience Engineer*

On contract from Kelly Services starting July 2014

**Dearborn, MI**

*July 2013 - Present*

- Leading the UI design of 6 driver-centric connectivity features
- Developing concepts with personas, storyboards, wireframes, and Balsamiq mockups
- Conducting iterative user research and usability tests with over 50 individuals on multiple projects
- Implementing front-end prototypes using HTML, CSS, JavaScript, JSON/XML, external APIs, cloud data
- Working with external design firms on synthesizing global ethnographic research
- Trying to make an individual impact at a large company
- Received 2 employee recognition awards in 2014
- Main inventor on 1 US Patent filing, submitted over 15 inventions disclosures internally
- Designed the UX and UI specifications for two features currently at production
- Led and launched our first departmental Ideation Session, resulting in hundreds of project and invention ideas

## Internships

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### Scargo Inc.

*User Experience Consultant*

- Conducted usability tests on the Scargo product and provided UI changes to the on-boarding experience

**Waltham, MA**

*Feb - May 2013*

### Tesla Motors

*Model S Systems Test Intern*

- Automated 2+ hours of vehicle testing for weekly firmware release, written and tested in C language
- Performed internal usability tests on the Model S UI and wireframed new designs

**Palo Alto, CA**

*May - August 2012*

### Imec

*Vehicle Design Intern*

- Created a concept vehicle, *Aura*, for young commuters in European cities
- Designed exterior, interior, and drivetrain specifications for *Aura*

**Leuven, Belgium**

*June-August 2011*

## Education

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### Franklin W. Olin College of Engineering

*B.Sc Electrical and Computer Engineering, (concentration in design)*

GPA: 3.50

**Needham, MA**

*2009 - 2013*

## Projects

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### *3D modeling in secondary education*

Engineering capstone project with Autodesk Inc.

*Sept 2012 - May 2013*

- Designed *TechBits*, small design activities that empower students to use CAD and design solutions
- Deliverables: STEAM user research, 4 sample TechBits, framework to make a TechBit, usability testing results

### *Aging Research Group*

*Sept 2012 - May 2013*

- Conducted usability experiments on the use of smart devices in the Baby Boomer generation
- Redesigned the UI for an iOS app that helps aging adults with mild memory loss

## Skills and Tools

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**Design:** Balsamiq, Visio, Illustrator, Photoshop, Axure

**Front-end:** HTML, CSS, JS, Bootstrap, AngularJS

**Other:** C#, C++, Python, Java, Objective-C (basic)