Aiswarya Kolisetty

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Think Design   May 25, 2015
User Experience Designer, Bangalore

Hello,

My name is Aiswarya and I currently work at Ford Motor Company. Here, I've been a user experience designer in R&D for two years and I've worked with several design consultancies for an outside perspective. Consultancies have helped us answer the question "Do people really care about owning a car anymore?" And if not, why not? What can we do differently?

In this codesign experience, I've come to understand that a consultancy can be a bane or boon to us. A boon when they are able to get out into the real world, live and spend time with every day people in places like India, Brazil, or France. They gather rich ethnographic material to help us understand the people outside the Ford bubble. The people who don't see our company as a business, but an everyday product they can do with or without.

A consultancy may end up a bane if they aren't ready to follow the pace, process, or product strategy of our company. They come with currently-unattainable ideas and speak about far-in-the-future goals. At that point, we could just do with a book report.

My experience on the other side of the table can be a valuable asset if I get to work at Think Design. Understanding the business, goals from the study, mindset on a design exploration - these elements are building blocks of the client. They need to be understood before a project begins. Only if we can speak the same language as our client, we can make respectful progress.

At Ford and at previous internships, I've done ethnographic studies, persona development, storyboarding, and storytelling of my ideas. In Ford Research, it was about selling our ideas on the future car via rapid prototypes on web and mobile. My favorite tools are post-its, Balsamiq, and Bootstrap. My desk doesn't always fit in with the cubicle environment; it's full of scrap paper, sharpies, and design ideas.

My resume is attached and my ongoing and previous work can be found at www.aiswaryakolisetty.com.

I'm very interested in working at Think Design as a UX Designer and engaging in a broad spectrum of client needs and wants. I look forward to your reply.

Thank you for your time.

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Experience

Ford Motor Company R&D　　　　　　　　　　　　　　　　　　　　　　　**Dearborn, MI**
User Experience Engineer　　　　　　　　　　　　　　　　　　　　　　　*July 2013 - Present*
On contract from Kelly Services starting July 2014

- 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

Scargo Inc.　　　　　　　　　　　　　　　　　　　　　　　　　　　　　**Waltham, MA**
User Experience Consultant　　　　　　　　　　　　　　　　　　　　　　*Feb - May 2013*
- Conducted usability tests on the Scargo product and provided UI changes to the on-boarding experience

Tesla Motors　　　　　　　　　　　　　　　　　　　　　　　　　　　　**Palo Alto, CA**
Model S Systems Test Intern　　　　　　　　　　　　　　　　　　　　*May - August 2012*
- 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

Imec　　　　　　　　　　　　　　　　　　　　　　　　　　　　　**Leuven, Belgium**
Vehicle Design Intern　　　　　　　　　　　　　　　　　　　　　*June-August 2011*
- Created a concept vehicle, *Aura*, for young commuters in European cities
- Designed exterior, interior, and drivetrain specifications for Aura

Education

Franklin W. Olin College of Engineering　　　　　　　　　　　　　　　　　**Needham, MA**
B.Sc Electrical and Computer Engineering, (concentration in design)　　　　　　　*2009 - 2013*
GPA: 3.50

Projects

3D modeling in secondary education　　　　　　　　　　　　　　　　*Sept 2012 - May 2013*
Engineering capstone project with Autodesk Inc.
- 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

Design: Balsamiq, Visio, Illustrator, Photoshop, Axure　　　　**Other**: C#, C++, Python, Java, Objective-C (basic)
Front-end: HTML, CSS, JS, Bootstrap, AngularJS