# Aiswarya P. Kolisetty

email: aiswaryakolisetty@gmail.com
blog/work: www.aiswaryakolisetty.com
C: (617) 823 7803

**EMPLOYMENT**

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

- Designing driver-centric features using personas, storyboards, wireframes, and mockups
- Implementing front-end prototypes using HTML/CSS, Javascript, APIs, and cloud data
- Deploying prototypes in-vehicle using embedded frameworks (C#, C++)
- Trying to make an individual impact at a large company

**INTERNSHIPS**

**User Experience Consultant** - Waltham, MA     Feb - May 2013

- Conducted usability testing to help a startup enhance their product UI

**Tesla Motors, Systems Tester for Model S** - Palo Alto, CA     May - August 2012

- Automated 2+ hrs of manual testing per firmware release
- Kickstarted the upgrade of the Model S testing buck to production version

**Tesla Motors, User Experience** (side project) - Palo Alto, CA     July 2012

- Wireframed new designs for sections of the Model S dashboard
- Presented top 4 user-tested paper prototypes to Tesla's UI manager

**IMEC, Vehicle Design Intern** - Leuven, Belgium     June - August 2011

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

**EDUCATION**

**Franklin W. Olin College of Engineering** in Needham, MA     May 2013
B.S. in Electrical & Computer Engineering (ECE); focus on UX design
Full-tuition scholarship, GPA 3.50

**PAST PROJECTS**

**Myndr iOS App: An Aid for Alzheimer's disease**     Sept 2012 - May 2013

- Designed UI components for Myndr
- Collaborated with patients and their caretakers in the design process

**Zimba, a Water Purifier in India**     Sept 2012 - Jan 2013

- Product redesign for Zimba, a drinking-water chlorinator for the poor

**Human Factors Interface Design**     Sept - Dec 2011

- Designed the UI for *BOWtie*, a cross-registration course planning tool
- Process: paper prototypes, heuristic evaluations, usability tests
- Prototype was built in HTML5, CSS, JavaScript, jQuery

**SKILLS**

HTML, CSS, JavaScript, AngularJS (beginner), Bootstrap, Balsamiq, Illustrator, Photoshop, Qt/QML, C#, C++, Python, Java, Objective-C (beginner)

**INTERESTS**

Volleyball, photography, amateur psychology, ultimate frisbee