

# Aiswarya P. Kolisetty

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## Experience

### Ford Motor Company R&D

*User Experience 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, JSON/XML, external APIs, cloud data
- Deploying prototypes in-vehicle using C# and C++ embedded frameworks
- Trying to make an individual impact at a large company

**Dearborn, MI**

*July 2013 - Present*

## Internships

### Scargo Inc.

*User Experience Consultant*

- Conducted usability tests on the Scargo user interface
- Reported test results weekly and provided UI changes to the on-boarding and product experiences

**Waltham, MA**

*Feb - May 2013*

### Tesla Motors

*Model S Systems Test Intern*

- Automated over 2 hours of manual testing for the weekly firmware release
- Wrote scripts in C to access the vehicle CAN network, perform tests, and report results
- *Usability Testing*
  - 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

### Franklin W. Olin College of Engineering

*B.Sc Electrical and Computer Engineering, UX Design*

GPA: 3.50

**Needham, MA**

*2009 - 2013*

## Projects

### Autodesk Inc.

*Bringing 3D modeling into secondary education*

Engineering capstone project

*Sept 2012 - May 2013*

- Designed *TechBits*, small design activities that empower students to move ideas into physical prototypes with CAD
- Delivered 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 helping aging adults with mild memory loss

*BOWtie: A course planning tool for college*

Human Factors Interface Design class

*Sept - Dec 2011*

- Designed *BOWtie* using user research, paper prototypes, heuristic evaluations, usability testing
- Built the interactive course-planning tool in HTML5, CSS, JavaScript, jQuery

## Skills and Tools

**Design:** Balsamiq, Illustrator, Photoshop

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

**Front-end:** HTML, CSS, JS, Bootstrap, AngularJS (basic)

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**GE Recruiting**

October 10, 2014

Dear Sir or Madam,

I would like to be considered for the user experience engineer position at GE. I am interested in working with a cross-functional team of managers, end users, and business leaders to develop delightful experiences for a new product.

At my current job at Ford Research (close by, in Dearborn), I have created my own version of 'agile' UX development in which I produce wireframes or UI prototypes for my team every 2 weeks. I am eager to learn how GE does agile development and figure out how my techniques can fit in. As I create UI prototypes, I am using basic AngularJS directives, and I would like to use this opportunity at GE to develop more in-depth skills in Javascript frameworks. It'll help me build faster and cleaner prototypes too.

From a skills standpoint, I believe I would be a good fit for the position because:

1. I am a UX designer with experience in user research, wireframing, front-end UI prototyping, usability testing, writing requirements;
2. I believe in a user-driven design approach, where the needs and wants of the user base should provide a foundation for building a product;
3. My favorite part of the process is in the creative side - sketching, creating paper prototypes, interviewing users, and translating my results into digital Illustrator concepts;
4. I enjoy communicating my design process to project stakeholders and I strive to support my design decisions with qualitative (interviews) or quantitative (survey) data;
5. I experiment with new devices, design techniques, and APIs in the market to see how they can fit into my personal and professional projects;
6. I am developing my front-end development skills to prototype on my own and know the limitations to my design;
7. I am always pushing myself to learn more and provide new value to my teams and projects.

You can see examples of my work at [www.aiswaryakolisetty.com/work.html](http://www.aiswaryakolisetty.com/work.html). I maintain a weekly blog to consolidate life lessons and to improve my writing at [www.aiswaryakolisetty.com/blog.html](http://www.aiswaryakolisetty.com/blog.html).

I would love the opportunity to speak with you and discuss how my skillset can help enhance the user experience of GE's products.

Thank you for your time,

**Aiswarya P. Kolisetty**